

Puzanova A.
O.V. Serdyuk, research supervisor
O.D. Shvets, language adviser
National Mining University

ANALYSIS OF SOME SUCCESSFUL ADVERTISEMENTS

Nowadays, advertising is omnipresent in our live, and has a really strong influence on making our decisions as consumers. The goal is to inform us of a new product and its use and to create a wish to possess a product. There are some tops of the most successful advertisements ever in the Internet.

The research done is devoted to the analysis of successful advertisements of the three well known trade marks such as McDonald's, Volkswagen and Pepsi-Cola, the reasons why they are doing well and what they've taught us to do to succeed.

The first thing that can't be unmentioned when talking about McDonald's advertising is Ronald McDonald, a clown, without whom it is impossible to imagine the McDonalds today.

But so many restaurants have a similar figure today. So, how does McDonald's advertisement stay effective?

First of all, it's creative. MD almost always is an innovator in forms of ads. The second, it is clever. You will not see any stupid or foolish advertisement of MD. For example, a new advertisement named "Nice try, mom". This ad shows a "nice try" from a mother. She wants her son or a daughter to think that the food she's giving her kid is from McDonald's. Instead, it's just some regular food. And mentally, most of us think that "this isn't as good as McDonald's". Another very clever ad from McDonald's! And lastly, the famous MD commercial is The Christmas Ice Skating of the 1980s. It is about the kid who has no friends, so Ronald is nice to him. Except for a nice clown, there are Disney's cartoon heroes, which attract public too.

Legendary "Beetle" could be named as one of the most famous automobiles all over the world. It has produced 21 529 464 cars within all the history of Volkswagen Beetle, from 1938 to 2003. It should be mentioned, that so large popularity was gained not just with low price and easy service, but also due to the original advertising campaign. The famous "Lemon" heads the top 100 advertising campaigns.

There was a very difficult situation for the young corporation – the world known company “Coca-Cola” had assumed the market already. So, how could “Pepsi” reach the level to compete “Coca” under these conditions? Of course, it couldn’t be without carefully thought out ad! Bob Garfield’d written an article *Top 100 advertising campaigns of the century*, where he mentioned the “Pepsi’s” ad as “simply unforgettable”. It was said about the famous song “Pepsi-Cola hits the spot”.

“In 1949, that little number played 296,426 times on 469 radio stations - not counting jukebox play, where it was also a favorite. The Pepsi jingle embedded itself not so much in the nation's psyche as in its very nerve endings, like the Pledge of Allegiance, or - depending on your viewpoint - a case of shingles.”

After that successful marketing pace, “Pepsi” also had played at psyche of people, exactly – teenagers. Adults drank “Coca-Cola” at that time. So, to be in contrary, teenagers began to drink “Pepsi”. “Come Alive, You’re in the Pepsi Generation” – it is what a famous ad claimed.

In conclusion, advertising has become an indispensable part of our life. Making a good ad is an art. So, it could be helpful for young marketing specialists to learn the successful advertisements to create the similar ones in future.