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MARKETING WARS: MISTAKES AND SUCCESSFUL STEPS

In the 21st century it became more and more difficult to surprise people in the commodities market, especially when the market is in your industry and has a pretty good competition. Marketing has demonstrated the error and creative steps on the path to be the best on the examples of famous brands.

Cola and Pepsi are two of the strongest competitors of cola drinks. Their example can be viewed as two strong brands which battled for the top spot in the beverage market. Pepsi is the company that has successfully relied on young people. Cola is a product of a time-tested, classic cola.

The auto industry has always used comparative advertising. Similarly, the company entered the Audi, which makes the comparison on the example of its chief rival BMW. BMW did not have to endure a long time. It was a promotional war auto brand.

McDonald's and Burger King are two successful leaders among fast-food restaurants. Burger King relied on self-selection of ingredients for a burger when McDonalds ever produced fast-food new trends to increase sales, and the market is completely dominated by fast-food restaurants.

Competition between Apple and Microsoft has resulted in the fact that Microsoft has made its computer system cheaper for ordinary people. Steve Jobs' company after a few years of silence began to produce other technologies for everyday use. Microsoft lost a lot of clients because of high quality of Apple products.

That is why, based on the history of marketing steps of well-known companies, one can analyze what is necessary to experiment in the market, especially when you want to keep your place in your industry, and most importantly to keep your client.