

Thus, gamification works because everyone wants to play and receive gifts – it is human nature. We want to compete with others, to crave awards and want our achievements are noticed.

References:

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MODERN MARKETING: PERSONALIZATION

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Modern marketing is moving from globalization to personalization. Marketing strategies are becoming more localized and individualized as consumers actively resist universalization of society. Personalized marketing helps to explore the needs of a particular customer, to refer to him in view of what will be of interest and positive reactions, and sell him, so that he will buy with a high probability.

A striking example of personalized marketing is the Coca-Cola campaign. From 2011 to 2014 Coca-Cola Company conducted a marketing campaign "Share a Coke" with "registered" and personalized cans and bottles for 80 international markets.

The campaign's success justified with clearly defined target audience and operating habits of the audience. Share a Coke was aimed at teenagers and millennium children for whom the communication in social networking sites – is the absolute norm. The unifying regularity in many markets and decisive campaign success factor was that people used the personalization not only to gratify vanity, but also to express the love to close people.

Judging by the indicator of company's sales, the appeal to the customers by name, and a call to share with someone Coca-Cola have revived interest to the drink and helped to lift sales in US dollars by 2.5% during the summer period. The volume of sold drinks increased during the same period by 0.4% after 11 years of steady decline.

Personalization – is not just a customer preference in communion with him. Personalization – is the establishment of a contact on a more emotional level, the rejection of roles, "the seller – the buyer" in favor of a more personal relationship order.

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