

in the competition, insurance companies are required to use international experience, for example apply new, specific marketing strategies, put new forms of services in to practice, set the interests of customers on the first place, fight for every customer. This explains the need for insurance companies to operate on the market according to the theory and practice of modern marketing.

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GENDER MARKETING

To sell and promote the company's products increasingly using a gender approach to divided the market. After exploring the consumer behavior, marketers have come to the conclusion that such way - one of the most profitable.

Gender marketing - the phenomenon of separating and facilitating consumer entity. Manufacturers make segmentation dividing market for men and women, boys and girls. Dividing consumers into smaller groups, which in turn has a positive effect on business.

Wonder that manufacturers have found ways to attributed to the male or female, even such gender - neutral things, like : chocolate, yogurt and ballpoint pens, soap. And even the consumers themselves are not averse to paying more for sign : «for man» «for women».

And so, to specify the stereotypes used in advertising and different communications:

Table 1

Men	Women
Strength	Wisdom / trick
Straightness	Complexity
Readiness	Inaccessibility
Principled	Variability
Focus on action	Emotionality

Traditionally, there are categories that are more associated with the female half (food, health products, clothing) and conversely products associated more with men (alcohol, cigarettes, cars, appliances).

On the "Gender" of products affects everything: color, form, size and so on. Unique Features of women's products: lighter and brighter colors, floral patterns, smooth lines, rounded form, light weight and small size. For men – conversely: dark colors, strict lines, boxy shapes. Therefore, when the company «Dove» decided to enter the market of skin care tools for men, they changed the color of the packaging to gray and made the square form, to give it a more "masculine" appearance. As a result, in one year they have attracted millions of customers in 30 countries and a profit of \$ 150 million.

From birth, man meets a gender segmentation. Because in children's clothing store most of clothes will be in pink and blue tones. Apart clothes painted in these colors have become household appliances and furniture. Absolutely absurd outlines of color separate began to acquire from the beginning of the 1980s, when pink no longer simply only for girls, and became practically the only choice. At the same time the company decided that, dividing the market for products for both boys and girls and selling multiple versions of the same product, they will be able to earn more money.

To summarize, the separation of for adults and children subjects continues throughout. Packing toys and drawings on the clothes literally screaming to whom they are targeting. Boys offer a bed in form of racing car, with superheroes rucksacks, guns; and girls - pink dress with princess ruler, jewelry and dolls. Due to the separation of children's clothes at things for boys and girls child's world begins to clearly divide into 'their and others'. Violations of gender boundaries cause ridicule, misunderstanding and rejection from others. Classmates will laugh at the boy who came to school with a portfolio with Barbie, and at the girl, putting on shoes with Spider-Man. By adulthood, people are so accustomed to differences in consumption that little doubt in their natural origin.

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THE LANGUAGE OF ADVERTISING: CHOOSING A CREATIVE APPROACH

Advertising as a part of our everyday life is often recorded somewhere at the back of our minds and is recalled when we buy something or look for a particular service.

The subject of this research work is the language of printed advertising. The object is printed advertising and its stylistic features.