

THE USE OF NAKED BODY IN ADVERTISING

Today the main condition for successful business is effective marketing. Industry sales promotion has developed to the full, but still successful marketers are finding new ways to influence people and promote their product in the market.

Nowadays various specific types of marketing such as aroma marketing, sensory branding, green marketing quickly evolve.

Aroma Marketing – the use of various fragrances and volatile oils to increase consumer willingness to purchase a product. For example, baking foods in a house being sold and use of floral fragrances when selling articles of clothing [1].

Sensory branding is a type of marketing that appeals to all the senses in relation to the brand. It uses the senses to relate with customers on an emotional level. Brands can forge emotional associations in the customers' minds by appealing to their senses. A multi-sensory brand experience generates certain beliefs, feelings, thoughts and opinions to create a brand image in the consumer's mind [2].

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term [3].

In addition to these types, naked marketing gets popularity. The main sign of naked marketing is the use of naked body in advertising.

Often naked body is used in advertising such products as perfumes, clothes, cosmetics, chocolate and other. This advertising causes some emotional about goods and in general always attracts attention of the consumers.

Obvious examples of this marketing are: «Bonjour» (dessert) uses the naked male body; «Sensodyne» (toothpaste), it is presented the naked female body in advertisements; «Microsoft» (software) uses the naked female body.

Various successful companies use naked body in their work to influence people through his instincts. The American insurance company "Progressive" is maintaining investors in this way. So they report filed an image of a naked 82-year-old man in the pages of its annual and it shows it as a symbol of its own transparency of financial transactions.

Also striking example may be the annual "World naked bike ride". People pedal in the nude in major cities, call for popularizing bicycle. Thus encourage reduced use of fuel and replacing it with alternative sources of energy. That is, if these same people every year just passed major cities and did not focus on nudity, this event would not have come into this resonance and not covered in the press, but exposing their bodies, they attracted the attention of the public and do not go unnoticed.

Quite a famous can be considered on the territory of Ukraine unregistered Women's movement "Femen". The main their task is to struggle for women's rights and the main driving force for focusing the general public, is that they always go to protest topless.

So, as we see from the examples of above mentioned, nudity in advertising as well as in other aspects of life, always attracts attention, and therefore the main objective of marketing is its proper use and the creation of effective advertising, which will cause the desired effect.

References:

1. Aroma Marketing [Online]. Available: <http://medical-dictionary.thefreedictionary.com/Aroma+Marketing>.
2. Hulten Bertil (2011), Sensory marketing: the multi-sensory brand-experience concept, *European Business Review* 23 (3): 256-273.
3. Green Trade & Development [Online]. Available: <http://www.green-markets.org/context.htm>.

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FORMS OF MANUFACTURER-SUPPLIER RELATIONSHIPS ON THE EXAMPLE OF MACHINE-BUILDING ENTERPRISE

Manufacturer – supplier relationships are a key area, covering a wide range of economic, legal, organizational, technical and other issues. Especially, this problem is essentially for the manufacturer producing components for the machine-building enterprises.

The machine-building enterprises that produce intermediate goods (complete units and details for other productions) depends on the position of their consumers. It includes volumes of their production and price policy because components by themselves don't create additional value, but they are a necessary part of a final product.

The relationship between consumer and manufacturer of components provides strong technical interdependence and require from the manufacturer the most complete satisfaction of consumers needs for components with necessary characteristics. On the other hand, for ensuring necessary characteristics of their components, manufacturer must provide production of relevant materials and raw materials delivered by supplier. At the same time suppliers are focused on the market in which individual manufacturer of components is not a determinative one. Therefore, the decision in the sphere of manufacturer – supplier relationships is an important aspect of marketing planning.

A stronger manufacturer–supplier relationship will enhance realization throughout the whole chain. In this way, supply chain integration is as a key driver of company strategy and promotes the need for a better understanding of the integration process.