

automatically get transferred to the brand. For instance: if you'll hire an actor, your brand's image will automatically turn into something glamorous and exciting, if it was boring and dull before. A celebrity will make sure that the brand matches his/her personality and that is directly reflected to the audience.

For example: Porsche has recently signed tennis player Maria Sharapova for her power and elegance that she brings into the game. This same power and elegance is what describes a Porsche as well. Thus, we can say that it was a perfect association.

3. Builds Trust and Credibility for your Brand

People are emotionally and morally connected with their idols. Celebrities are no less than any idols for them. In this highly populated world, every celebrity that you'll come across will have over a million fans, and thus getting the thumbs up from them should bring a lot of success for your business. Now when these millions of people will join your brand, your brand's market value and reputation will automatically improve in the shortest period of time.

Cons of Celebrity Marketing

1. Celebrities are Human Too

One of the biggest cons of celebrity endorsement is that as and when the stardom flashed off, the number of fans will also start to decline and the company may have to suffer the consequences as well. This is the reason most organizations work on contract basis and decide to sign up different personalities at the end of the term. For example: the Lux brand had over 50 different models and actors endorsing its products since the launch. The marketing head of Lux makes sure that only the top woman in the industry endorses the products to keep the market growing.

2. Celebrities May Eclipse Your Brand

Some celebrities are really huge and their popularity can instantly overshadow the brand. If this happens, spending millions of dollars on such endorsements starts to make no sense at all. Some advertisements even focus on celebrities too much, that there's absolutely no brand recall. Also, if the media is focusing more on the next movie of the celebrity on your brand's press meet, then this is a sign that you've made a wrong choice.

3. Celebrity Endorsements are Expensive

Now this is a very obvious point. So unless you are ready to shed millions and billions of dollars from your company's revenue, don't think about going down this road. Celebrity marketing is a huge investment and then there'll be no turning back.

In summary, consumers today have more access to celebrities and influencers which means greater brand exposure for celebrity endorsement deals. This accessibility also means the ability of nearly anyone to become an 'influencer'.

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DEVELOPMENT OF MARKETING GOALS OF INDUSTRY ENTERPRISE

Key words: marketing, mission, competencies.

The success of an industrial enterprise depends on the ability to adapt to the latest trends in the external environment. In a rapidly changing market, that is saturated with competitors survives and thrives such industrial enterprise, which quickly adapts its marketing strategy and gets the competitive advantages. Today, the most successful companies are those that build their activities in accordance with the basic marketing formulas. The exception in this case did not, and marketing goal of an industrial enterprise.

To develop the marketing goals of the company, you need to take into account its core competencies and mission. The Matrix is a square formed by two axes: Mission and Core Competencies. Each axis is conventionally divided into two parts: substantial compliance and poor compliance. The vertical axis «Y» of this matrix is "consistent with the mission» (Fit to Mission). This is the answer to the question: how much each project contributes to the implementation of the company's mission? "X" Axis - "matching key competencies» (Fit to Core Competencies). How each project uses and contributes to the further development of the core competencies of the company?

Depending on which quadrant a hit a given project, the project depends priority in the allocation of resources. If the point is in the upper right corner, it indicates a high relevance of the project / product / business unit mission and core competencies of the company. Resources should be allocated a priority is this project / product / business units because they provide strategic synergies, driving the organization forward. But if the point is in the lower left corner, it is not corresponding to complete the project to the mission and core competencies of the company. Such projects may be short-term for the company and not particularly profitable.

To sum up, marketing is one of the most important factors of the operation and development of the enterprise in a market economy. This activity is constantly improved according to the objective requirements of the production and sale of goods and services, the increasing complexity of economic relations, increasing the role of consumers in formation the characteristics of the products and content of the services, which causes the enterprise to develop marketing strategies, to adapt to the new market conditions, to overcome the contradictions that arise in economic processes, to confront the crisis in the economy.

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ESPECIALLY THE PROMOTION OF INNOVATIVE PRODUCT

Key words: marketing, innovation, promotion, franchise.

What is an innovative product? An innovative product is the result of innovation activity, novelty, which received practical implementation in the form of a new product, service, method of production (technology) or any other socially useful