

to choose exactly your product or service, not competitors.

Very important to know as far as your brand is popular with consumers and how many people know about your brand at all, as products of unknown brands rarely buy. So, is very important to make the right advertising and to develop a clear slogan.

I would like to give some examples of advertising companies of leading brands, which had to regret. For example, in March 2013 automobile company Ford launched a failed advertising, for which had to apologize. Well, agency JWT India without the consent of the customer issued a landing page and media creatives, in which scandalous politician Silvio Berlusconi in the trunk of his car drove in an unknown destination bound and nearly naked girls. The worst commercial advertising was developed in 2010 for Mentos by Neogama / BBH, where skinny girl said to fat girl: "I like to break away from you, because guys just look at me" and the slogan: "Selfishness without guilt". But Mentos rejected the project for inappropriate content. But this is not the worst thing that they offered. In 2011, the company was still in more delicate situation. This time the agency Ogilvy & Mather Mumbai offered for Mentos advertising, where men in different ways want to commit suicide through unbearably sour taste Mentos.

If we consider the Ukrainian market advertising at the moment, we see that now is the era of gray, mainstream advertising. We can rarely see really brilliant, storage, risky advertising. Many companies forget that advertising is an entertaining genre. Research and statistics prove that if your ad is liked, is a high probability that the consumer will buy and use your product or your service. So, the consumer is always wants to get more for less. When the proposal is very beneficial, most people will buy the product, even if they were not quite necessary, especially when this product will be branded.

So, brand - is not just advertising and marketing, it is much more. This is all that comes to mind a person about a product when it hears and sees its logotype. Brands is a figurative representation of consumers stored in their memory that influence their choice of products and services in the future.

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HIS MAJESTY - POSITIONING

Key words: positioning

The cause of the positioning theory - the desire to find a way to differentiate among similar product on the properties and characteristics by means of marketing communications products. positioning theory is that the consumer can not remember all the characteristics of products on the market because of their large numbers, so he learns by association, giving each product specific attributes that are important to him while making a purchase.

For example, expensive and cheap brand clothing; modern and traditional

clothing; clothes for a hike in a restaurant to walk to the house, etc.

Let's imagine that a cell c are certain characteristics, in that it puts the names of all the brands in the consumer's mind. Product positioning task - correctly identify the principle of formation of these cells, find free unoccupied cell or create your own by means of marketing communications. The ideal goal of any positioning: to find a cell in which the brand will be the only one of its kind and will be the only best choice.

We have determined that the essence of the process of market positioning - firmly fix the desired brand image in the minds of the target audience. And is it really necessary? Let's think logically: without positioning commodity companies will not have distinctive properties and consumer identifies him as "one of", putting him in the dark corners of his mind, or simply do not pay attention. Why? Because the consumer is not obliged to store our goods in the choice it moves along the path of least resistance and draws attention only to the bright, clear, unequivocal statement that for a few seconds to help determine the characteristics of the product.

Competitive positioning is not necessary in the monopolistic markets or the markets in which the characteristics of the goods are not the reason for choosing the product. In all other cases, it is important for the positioning of the company, as it helps to explain to the consumer:

Who is the product of the company?

What are the needs of the consumer goods is able to meet?

The company's product is different from their own kind?

Why is beneficial to the consumer to buy the product?

Under what conditions and when the consumer has used the goods?

If looking at your product or by viewing the advertising message of your product, the consumer can clearly answer these questions, then your products have a clear positioning concept, and you told her right up to the target audience.

Positioning is particularly important for services to the market when the product and so is not a tangible product and the consumer has difficulty in its identification.

Positioning is equally important for the new stand-alone product and as a whole for the company. Each item in your portfolio can have their (more precise and narrow positioning), which is not contrary to the global organization of the market positioning.

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THE MOST POPULAR SMARTPHONES COMPANIES IN UKRAINE

Key words: gadgets, IT, smartphone, market.

In the age of globalisation and informatisation of the modern society there are a lot of companies producing a variety of these devices. The most of Ukrainians have smartphones. today. So, it is hard for an inexperienced user to make a right choice in