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## **HOW TO FIND A GENIAL MARKETING IDEA FOR BUSINESS: BRIGHT EXAMPLES OF WORDWIDE EXPERIENCE**

Nowadays for being occupied with marketing you have to be a genius. Markets are extremely difficult to work with, competition is very intensive and consumers appeared to be more demanding. Traditional ways of marketing don't work anymore: 54% of American consumers are blocking TV-marketing; people receive too much information and can no longer grasp it; a standard of competition in last 5 years has trebled. It's not enough to prepare a suitable product, it's essential to make it special for consumer. Otherwise, marketing ideas have to be not just good, they have to be genial. The main goal of my presentation is to show you on the pattern of famous brands how to make an excellent marketing idea for business.

Firstly I want to say about things that every brand has to cultivate. There is the basis of qualitative business but taking this into account they can also become its exclusive peculiarity. I'll tell about companies that lead in their own segment, still the peculiarities of these brands are unique. Google won its main user auditory thanks to well-defined determination of its goal: to become a perfect search engine. Google doesn't give financial advices and doesn't compile horoscopes; all of the staff is occupied only with improving their searching program. And this concentration gives fascinating results. Microsoft is always one jump ahead of the others. In the moment of outputting a new product researches start to think about a new version of a product. The trick is that company concentrates on ensuring results today but in the same time working for future. On the other hand Toyota wins because of its relationship with clientele. Without having such industrial sources, as Ford has, the company has concentrated on the domestic values, which is provided by high-qualified employees. The company can be characterized by clear and stable philosophy, which is orientated on the high-qualified clientele's servicing. Speed and efficiency are the main factors of Zara's success. Zara propose to the market new things for adorable prices, exactly when these new things are on the top of popularity. New goods are received in shops every day and company replaces them every week. Learn to define a goal from Google and to be

always one jump ahead by elaborating new items from Microsoft, be as quick and effective like Zara and serve a customer as qualitatively as Toyota.

Today people are overfilled with goods and services. Brilliant marketer has to realize that nowadays he sells not a product but the impression of it. The bright example of this statement can be Coca-Cola who has expressed its goal in the motto: "We exist for opening happiness to everyone". Who on earth doesn't want to buy a piece of happiness? Starbucks has gone further: it doesn't sell just emotions, it wants to become for consumers a part of their life. Starbucks calls itself "the third place" in people's lives after home and work. The quality of this trademark's coffee is really high, but the speed which coffee evolved from cheap instant drink to the premium-class product with, is rather a contribution of the atmosphere which prevails in Starbucks. There you can not only quench but also satisfy your spiritual needs.

It's very important to understand that every consumer is individuality. If earlier marketers segmented the market, then today everyone wants to have an individual product or service which will be selected just for him. When Peter van Stolk invented "Jones Soda", he had followed exactly this principle. This brand is orientated on the bold and non-standard consumer who wants to split of the crowd. It propose such drinks like "Fufu Berry" and "Blue Bubblegum", under which we can find interesting predictions and on the label of which there are consumer's photos. So then, genial idea can be filled not only with rationality but also with creativity. One of the brightest examples of this conception is Apple.

Frequently, brilliant marketing decisions appear, when company unites on the first sight incompatible, but still desired for consumer things. JetBlue is revolutionary air company which has provided, that high quality is possible in the economical segment. Earlier consumer had to do the choice between the quality of service in the airplane and cheap price. JetBlue united these two positions and attracted millions of consumers. It's necessary to resign stereotypes and to look at problems in a new way. Enterprise has become the major big-ticket lease company in the North America thanks to resigning stereotypes of this business: it didn't limited on the health resorts and airports but, on the contrary, focused on the big-ticket lease in the meaning of replacement of cars which are being repaired.

So for creating genial marketing idea it's necessary to unite imagination and analysis. The most powerful and successful brands do that. Of course, every company chose their own way, but all of them think and act differently, than it was

before. Learn the wisdom from Steve Jobs, the creativity from Philippe Stark and the boldness of both of them. Don't forget Peter Fisk's words: "What you can do, or dream you can do, begin it; boldness has genius in it". Marketing is a game which occurs in the prospective client's mentality. It's a game, where a simple idea defeats a difficult one. Find this simple, but genial idea and win the game!