

Секция «Реклама в США и Великобритании: настоящее и перспективы развития»

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The modern marketing was born in the United States of America in the beginning of the XX century. It has become an integral part of any commercial activity and helps to regulate relationships between consumers and products produced by the companies. During the century the methods of marketing has been changed and become more creative. Nowadays companies use not only standard kinds of promotion (advertising, sales promotion) but there were invented techniques so called “hidden advertisement” which are used into the movies - product placement. Hollywood became the first platform where the new strategy of communication with consumers were implemented. However, Hollywood is not only the marketing tool, it also uses tools of marketing within the campaigns before the official movie premiere in theatres. The two mentioned directions are the subjects of consideration in this report.

The relevance of current report is explained by the significant growth of the film industry role in our life. The large number of people tend to spend their leisure sitting in a comfortable chair in the cinema. What is more, the film selection often depends on the memorable trailer, famous cast, stylish promo poster and so on. At the same time, the famous brands logos (Apple, Nike, Coca-Cola) looks at us from the widescreens as a fast moving consumers goods, which are belonged to the main characters. Many communication specialists noticed the fact that the film industry exists not only for entertainment. Among them French philosopher, poststructuralist Gilles Deleuze. In his book Deleuze write about a movie as a source of philosophy that we need learn to read.

The object of this report is the marketing techniques using in the trade market sphere (by producers to communicate with consumers). The marketing as the tool of Hollywood product representation and the Hollywood as the marketing tool are studied as the subjects.

The purpose of the report is formulated as follows: to define the degree of marketing techniques influence in concert with American film industry (Hollywood) on consumer demand formation in the USA

Tasks:

To consider the appearance of marketing in Hollywood;

To study the basic marketing techniques practices by commercial companies using the Hollywood resources;

To study the basic marketing techniques practices by Hollywood to maintain the dialog with the consumers;

To compile and analyze the reported information.

The feature of this report consist in the multilateral study of correlation between American film industry and marketing.

As the result of the above, the following conclusion can be made: the American film industry is one of the most powerful facts that biases the consumer's behavior and preferences. Marketing techniques, applied by the Hollywood masters to increase the interest to the new movie, or

authority persons (celebrities), demonstrating the advances of one or another product, work with the audience consciousness as a clock. Another important feature of the film industry is the ability to set the trends on the market, which become signals for producers to what is profitable to produce now. According to other countries, it means that if the government wants to make market a resistant to imports, it should develop its own meanings factory, for example, national film industry.

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