

## **RABBIT MARKETING AND NEW ADVERTIZING MEDIA**

Finding new means of communication is one more way to make an impression on even hard-to-reach consumers. This can be awkward sketches which buy the consumers' attention (ideally making them smile) by being put on in very unexpected places.

Such advertising media is called Rabbit. Rabbits are little surprises, warm and fluffy, fanciful and funny. They make you whoop: 'Ah!', 'What fun!', 'Cool!'. Similar to the rabbit hat trick, the business Rabbit a la show is always an unexpected surprise which leaves an impression of little miracle.

For instance, used furniture sale company *Basics Furniture, New York City*, planned to open a new store nearby Chelsea. They used Rabbits to attract local public. To start the company's employees strewed the NYC streets, taxi cabs and call-boxes with 5 thousands of 25-cent coins. These were real coins labeled with the address, phone number of the store and note: 'Hey, thrifty lucky, we have some furniture for you'. Provident street walkers who decided to gather a coin had been smiling while thinking of the new brand and together with this had received pleasant reward. At the same time, the happy buyers were taking their purchases home packed into branded bags saying 'This is Basics Furniture bluishless moving banner ad' with funny instruction how to show it. But a real boom was worked up when the Basics published their motto at courier bikes saying 'Cheap chair for you cheap ass'. The buyers enjoyed the show so much that some ads were stolen.

Efficient Rabbit strengthens both ads (placed on the seat of the bicycle) and brand (we are strewing 25-cent coins because we sell cheap and accostable furniture). Now let us bring your attention to other advertising media recently invented:

- Evian sponsored reconstruction of old public swimming pool situated near the Heathrow airport. They have placed their logo to the bottom of the pool and now it can be observed from all airplanes.

- You can see logos on the beaches including sand sculptures modelled into different trade marks forms; one company found very creative approach – they distribute plastic slippers which imprint logos at the sand.

- In the cinemas all over Great Britain they released a fake film 'Lucky Star' as if Benicio del Toro and new Mercedes SL starred it.

- *GoGorilla Media, Manhattan*, offers a lot of interesting ways of the brand distribution: they use toilet paper rolls, fortune cookies, dollars or condoms packages distributed in night clubs.

In the most successful mentioned above cases the Rabbits bring positive results

which consumers value a lot. Once Audi sent their equipped teams to the Amsterdam streets to wash every parked car they could find. Upon return the car owners had been finding their sparkling vehicles and memo at the wind shield: 'Sorry, we could not restrain ourselves. Sincerely yours, Audi'. In the Altoids example, the advertisement of [www.toohot.com](http://www.toohot.com) on mysterious stickers would not have success if the target audience had not properly responded to the Rabbit.

In the least, Rabbits should be really funny. They will not bring any value if the humor does not excite the consumers' interest to the brand. 'We should think about people as consumers before we start treat them as clients – says Eddie Baymont, - If we do not earn their trust and give them positive emotions, our work will be useless'.

**Klymenko O., Tiutiunnyk I.  
G rchenko ., research supervisor  
Institute of masters and postgraduate education of University of Banking of  
the National Bank of Ukraine**

## **THE IMPACT OF GLOBALIZATION ON MARKETING ACTIVITY**

Economic globalization is one of the most significant events in the modern world. In the literal sense, globalization is global spread of certain phenomena and processes. You can define two initial positions regarding interpretation of the content of economic globalization: 1) Globalization is a process of "global rules" in the economic sphere, 2) Globalization is the process of spreading interdependencies between national economies. Globalization processes come from outside the national economy. Globalisation has impact on the individual company, the industry and the economy as a whole. In particular:

- For individual companies, globalization is determined by how the company expanded its receipt of their income and in what proportions allocated their assets in different countries. Many international companies involved in the process of globalization has become a path to success as an opportunity to offer their products and services to customers in countries that were previously closed to them;

- Globalization at the industry level is determined by how competitive companies within the industry in the country linked with competitiveness in another country. The more globalized industry, the company gets more benefits from the introduced technology, manufacturing process, brand name. Globalized industries tend to dominate in each market by the same set of global companies that coordinate with each other strategic actions in all countries of their activity;

- Globalization at the country level is characterized by the degree of interconnection of its economy with the world economy as a whole.

Among the lines of economic globalization that influence on enterprises the main line is "globalization - consumers." This line has such typical changes due to