

# 10 successful marketing moves

Bruyakina Viktoria

2 mdm

# Chupa Chups

- the appearance in shops of candy on a stick
- The concept invented Enrique Bernat, logo design has developed itself Salvador Dali, and the slogan during the first month of sales was "He's round and long-playing".



# Red Bull®



ENERGY DRINK

- Promoted product Dietrich Mateschitz, and he proposed to do the following:
- to artificially raise the price twice in comparison with competitors (controversial step) to reduce the amount of packaging
- to bring the commodity packaging type of battery
- post drinks in stores in non-standard places for them to distribute the boxes with Red Bull to students on University campuses.
- The idea caught on, students rejoiced very nice freebie, which, by the way, perfectly harmonized with vodka, this led to the signature and highly popular cocktail Vodka Red Bull.



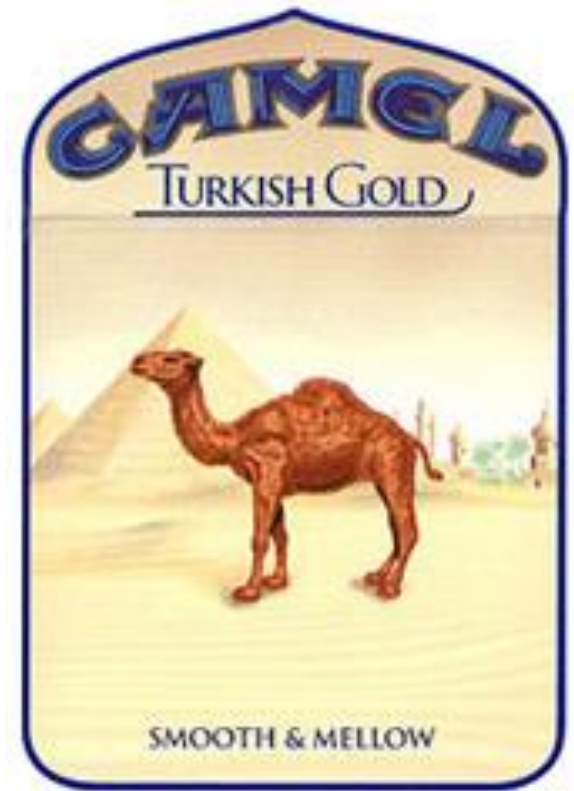
# IKEA

All that is needed is to increase the dimensions of furniture.



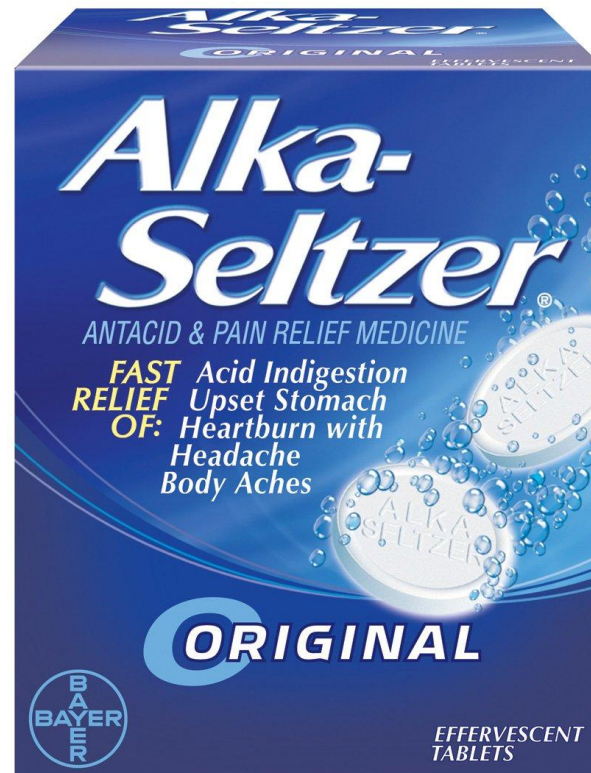
# Camel

A few days before receipt of the first batches of cigarettes in the sale of the company's specialists were sent to Newspapers almost 90 U.S. cities exercises the minds of ads. First read: **"the Camels"**. Then there are ads **"Camels go"**, and after – **"Tomorrow in the city of camels is more, than in Africa and Asia together!"**. Terrified, intrigued by the citizens enthusiastically and was surprised to learn the truth: **"Cigarette Camel" is here!"** - this was the last announcement. The advertising campaign was so successful that almost all tobacco lovers tried Camel.



# AlkaSeltzer

In 1960, released a promotional video, whose heroes are used not one but two tablets of antipokhmelin".



**Marlboro** forced consumers to take out a pack, demonstrating the brand name and packaging, which has a positive impact on sales.

**Dunhill** began to produce cigarettes in a more "premium" the design, adding to the cap-"flip-top" and even valve. Looks like a very decent, and kind of feel like elite.

