

Introduction. There was an idea. Either to bring together a group of remarkable people so that they could become something more and fight the battles or to create a product which will solve a particular problem of humans and bring profits to its inventor. The idea means there are no results yet, and proving the power and consistency of this idea is a key to success.

Main part. A very reasonable question about how the idea can be tested may appear. And the answer to this question has only 3 letters – MVP. MVP stands for Minimum Viable Product which in simple terms means the set of basic functions / features which determines the concept and allows to collect users' feedback about new product. MVP is about conducting market research, prototyping upcoming product, defining core accents and values, launching beta version and receiving customers' assessment.

There're key steps while working on MVP which are as follows:

- Idea;
- Analysis;
- Development;
- Launch;
- Growth.

All of these steps can be explained by virtue of Avengers establishment.

1) Idea – the idea to bring together a group of superheroes was announced in the end of the Iron Man movie when Nick Fury told Tony Stark isn't the only superhero in the Universe and there's Avengers Initiative to be discussed.

2) Analysis – this stage includes learning core components of the upcoming product and identification of their competence and value. In Avengers example this stage includes The Incredible Hulk, Iron Man II, Thor, Captain America: The First Avenger, Avengers movies as during these movies audience gets acquainted with main characters (so called features) and sees if they're able to act together.

3) Development – this step contains elaboration of each component itself and compound into one big product. This stage is also about finding troubles and trying to fix them before the next step. This is the most time consuming and difficult phase as the biggest amount of resources is involved and it defines if the product has possibilities to be successful. The following films are the part of this point: Iron Man III, Thor: The Dark World, Captain America: The Winter Soldier, Guardians of the Galaxy, Avengers: Age of Ultron, Ant-Man, Captain America: Civil War, Doctor Strange, Guardians of the Galaxy Vol. 2, Spider-Man: Homecoming, Thor: Ragnarok, Black Panther.

4) Launch – this is the stage when the developed idea is revealed to the public to show the result and find out people's thoughts about what is offered. This phase includes Avengers: Infinity War, Ant-Man and The Wasp and Captain Marvel movies.

5) Growth – this is the step where all the adjustments are made to make the product more profitable, complex and comprehensive. During this stage new features are added, new solutions are discovered and the whole product is being continuously updated to make sure it receives customer support and loyalty. Nowadays this stage has only one movie - Avengers: Endgame, but hopefully it will expand in a new vision.

Conclusion. Summing up it's worth pointing that one of the most crucial things while launching a new product to the market (it doesn't really matter if it's a mobile app or a new cinematic Universe) the idea should be firstly tested to make sure it works and customers are ready to buy and use it. If MVP has its values accepted, then it makes real sense to move forward and continue developing the idea keeping in mind its target audience.

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PRODUCT PLACEMENT AS AN EFFECTIVE TECHNOLOGY OF PROMOTION

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Summary - product placement is one of the innovative and effective methods of product promotion. It is not a new phenomenon, and manufacturers abroad are actively using these technologies. Using this marketing technology has its own positive and negative sides. In domestic practice of promoting and increasing brand awareness, it has not yet found a proper usage.

Резюме - одним из инновационных и эффективных методов продвижения продукции является продакт-плейсмент. Продакт-плейсмент — явление не новое, и производители за рубежом активно используют данные технологии. При применении этой маркетинговой технологии существуют свои положи-

тельные и отрицательные стороны. В отечественной практике продвижения и повышения узнаваемости бренда он не нашел еще должного применения.

Introduction. Currently, each manufacturer is trying to make its products more recognizable and competitive. For this purpose, various methods of promotion are used, such as advertising on the Internet, on television, in the media. One of the innovative and effective methods of promotion is product placement. Product placement can accompany many aspects of our everyday life: we can see it in movies, TV series, TV shows, music videos. However, many of us do not even think about how effective can be the promotion of products with it.

Main part. Product placement is an advertising technique which brands use to promote their products or services through the appearance of them in movies, TV shows, music videos and other forms of entertainment content. The story of product placement began in 1927, when chocolate bar Hershey's appeared in film "Wings" [2]. This suggests that product placement is not a new phenomenon, and manufacturers abroad are actively using these technologies. Movies are a great way to increase brand awareness and sales. Rolex in "Ocean's 11", Ray-Ban in "Risky business", Nike in "Back to the future" or FedEx in "Cast away" are all examples of successful product promotion [3]. Well-designed product placement looks natural and doesn't annoy, which distinguishes it from traditional advertising. This characterizes product placement as an effective solution for manufacturers in promoting brands. Product placement is closely linked to the involvement of celebrities. Brands are gaining popularity and stimulate sales with the help of popular people. According to market research, more than a half of Americans trust the "advice" of celebrities from the screen. Almost 49% of Americans actually purchase things which they have noticed in the film [1].

However, the application of this marketing technology has its positive and negative sides [3].

Advantages:

- Advanced targeting — product placement gives advertisers and brands the ability to attract the attention of the audience which is difficult to attract with the help of traditional advertising.
- Minimized risk of "audience avoidance" — unlike traditional advertising, product placement cannot be switched with the usage of the remote control.
- Undivided attention — when a brand appears in a movie, TV show, or music video, it's likely to be shown from the best side. There is no need to compete with dozens of other brands.
- Good Association — if a product is advertised by a popular celebrity or everyone's favorite character, the audience will likely have a positive association with your brand without even realizing it.
- "Non-aggressive" promotion — in product placement, brands are usually presented in a natural, authentic context, making people less likely to perceive these advertising techniques as marketing.

Disadvantages:

- High cost — unlike online advertising such as banners or pop-UPS, product placement requires significant investment.
- Limited production control — when advertising is being shot, the director decides how and when the product will be shown on the screen. In product placement the decision is made by the team of filmmakers. This means that the product may not be mentioned as intended by the brand manufacturer.
- Indefinite timing — not all movies, music videos and TV shows are released on time and the manufacturer can do nothing to affect the situation.
- Big risks — if advertising banners fail, they can be changed. If product placement fails, it will be remembered for years.

Nowadays, product placement goes far beyond movies and TV shows. Thanks to technological advances, advertising is also placed in video games [3]. However, in the practice of domestic enterprises product placement has not yet found proper application. This is due to the high cost of this method and high risks.

Conclusion. Thus, the technology of product placement can be the main way to attract the attention of the audience and increase sales. This is one of the fastest ways to increase brand awareness and create positive associations which will be relevant for a long time. However, in domestic practice it has not yet found proper application.

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