

The advertisement of footwear of average price it is necessary to emphasize at proper quality for reasonable price. Such an advert has less of the shot to be taken as the lie and has the negative effect.

Quite opposite case is footwear of high price. Quite often such footwear is not the piece of clothing but manifestation of the social status of its owner. In such cases the attention of the consumer will be paid on the brand reputation, quality guarantee, materials used to manufacture, originality and unique characters of commodities. If the goods are handmade it should be noted in the advert as one of the emphasis.

Category of footwear. The most advertized type of footwear is the sport one. Buying sport footwear the consumer thinks of his/her health and comfort first of all. In the advertisement of such kind it is necessary to emphasize at the fact that this footwear can make them feel comfortable in any situation in spite of the dynamic and active life. Quite often the famous sportsmen are involved to take part at advertising of sport footwear. For sure it has credibility and makes consumers to believe in comfort and reliability of the given footwear. Advertising classical models of footwear it is necessary to pay attention to comfort and reliability. The company has credibility of consumers only in case when they note that the given goods are made in accordance with the proven technologies.

As a result it is necessary to be aware of the preferences of the consumer to use them in the proper way while creating the advertisement.

**Shubina A.
Kuvaeva T., research supervisor
National Mining University**

THE PROS AND CONS OF CELEBRITY MARKETING

Key words: marketing, celebrity, advantages, disadvantages, advertisement

Celebrity marketing has become quite popular and even not-so popular brands have started signing celebrities for their brand endorsements. Celebrities don't just bring value to the viewers, but also make the advertisement look glamorous. It is not unusual for any celebrities to make more money through endorsements, than what they actually make from their work. But this article about discussing of benefits and disadvantages of celebrity marketing, to help advertisers weigh their options before making any final deal.

Pros of Celebrity Marketing

1. Helps You Tap the New Markets

When a well-known face endorses your brand, it automatically attracts new target audience – the diehard fans of the celebrity. People who would have not much cared about your brand will now get open to try it at least once because their favorite sportstar, actor, politician or model is endorsing it. The bigger the celebrity, the larger audience base you get to invite in.

2. Helps Personify Your Brand

When you decide to work on celebrity marketing, the attributes of the celebrity

automatically get transferred to the brand. For instance: if you'll hire an actor, your brand's image will automatically turn into something glamorous and exciting, if it was boring and dull before. A celebrity will make sure that the brand matches his/her personality and that is directly reflected to the audience.

For example: Porsche has recently signed tennis player Maria Sharapova for her power and elegance that she brings into the game. This same power and elegance is what describes a Porsche as well. Thus, we can say that it was a perfect association.

3. Builds Trust and Credibility for your Brand

People are emotionally and morally connected with their idols. Celebrities are no less than any idols for them. In this highly populated world, every celebrity that you'll come across will have over a million fans, and thus getting the thumbs up from them should bring a lot of success for your business. Now when these millions of people will join your brand, your brand's market value and reputation will automatically improve in the shortest period of time.

Cons of Celebrity Marketing

1. Celebrities are Human Too

One of the biggest cons of celebrity endorsement is that as and when the stardom flashed off, the number of fans will also start to decline and the company may have to suffer the consequences as well. This is the reason most organizations work on contract basis and decide to sign up different personalities at the end of the term. For example: the Lux brand had over 50 different models and actors endorsing its products since the launch. The marketing head of Lux makes sure that only the top woman in the industry endorses the products to keep the market growing.

2. Celebrities May Eclipse Your Brand

Some celebrities are really huge and their popularity can instantly overshadow the brand. If this happens, spending millions of dollars on such endorsements starts to make no sense at all. Some advertisements even focus on celebrities too much, that there's absolutely no brand recall. Also, if the media is focusing more on the next movie of the celebrity on your brand's press meet, then this is a sign that you've made a wrong choice.

3. Celebrity Endorsements are Expensive

Now this is a very obvious point. So unless you are ready to shed millions and billions of dollars from your company's revenue, don't think about going down this road. Celebrity marketing is a huge investment and then there'll be no turning back.

In summary, consumers today have more access to celebrities and influencers which means greater brand exposure for celebrity endorsement deals. This accessibility also means the ability of nearly anyone to become an 'influencer'.

**Shubina A.
Palekhova L., research supervisor
National Mining University**

DEVELOPMENT OF MARKETING GOALS OF INDUSTRY ENTERPRISE

Key words: marketing, mission, competencies.