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DIFFERENCES IN GLOBAL AND STANDARDIZED MARKETING CAMPAIGNS

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Globalization has become an essential process in the global market. Nowadays an increasing number of multinational companies and global brands are building global presence. National economies are becoming steadily more integrated as cross-border flows of trade, investment and financial capital increase. Consumers are buying more and more goods, a growing number of firms now operate across national borders. Some products are so similar in their characteristics and their popularity is so high that it allows of starting to market them globally, using unified standardized techniques and strategies and regardless of the countries where this products are selling.

The strategy of globalization and standartization of marketing campaigns tend to be very attractive. First of all definitely because it reduces costs of advertising campaigns development and promotion. Next advantage is that such campaigns for the most part are using pictures, music and usually minimal amount of simplified words while describing the product. This enhances product's competitiveness and allows exercising control over the entire marketing process in more simple way. Global marketing provides an advantage of high recognizability and perception of a commodity as something reliable and quality. It also accelerates the process of product launching on country's markets. Besides, global marketing campaigns contribute to cross-cultural integration through graduate unification of consumer's demands and willingness to purchase goods at a lower price forgoing some individual preferences.

However, a universal unified for all the world campaign is hardly possible to develop, and a low number of such brands with standardized marketing approach displays this fact. For example among of the most successful international advertising campaign are promotions of Levi's, Coca-Cola and Benetton companies which can be considered as a global standardized campaigns. In Levi's commercial words are replaced with pop music, so that concept can be clearly grasped in any country of the world, it has audio and visuals effects identical across-the-board and the most generalized philosophy. Benetton's advertising campaign single idea is in slogan: «United Colors of Benetton», which is repeating in many countries and is targeted at uniform perception regardless of cultural differences. Coca-Cola preferred slightly different

approach performing homogeneous advertising campaign with only language and main characters varying. And those standardized campaigns turned out to be successful partly due to the fact that some goods, mostly American, are popular around the world precisely because they enclose the image of American culture and American way of life.

Being global and cross-national the marketing concept is based on the product positioning in the global market without taking into account the national component. For example, for the digital cameras the emphasis can be made on the ability to make great pictures easily and without much effort in any place of the globe, for shampoo the key point is that it provides healthy and beautiful hair, for a travel agency - a great vacation. Thereby global marketing approach is based on the identical way of meeting specific needs in any country.

Although, marketing can not be fully global and standardized since there is no single global consumer and diverse consumer preferences commands for various marketing approaches. And marketers should distinguish the concept of a unified global standardized product (which is possible) and a uniform standard advertising (which is 100% impossible), as cultures differs from country to country. And an effective advertising campaign should reflect culture of the country where it is launching which is in varied gestures, facial expressions, customs and habits, language and other nuances and cultural peculiarities. Moreover, advertising is the part and the mirror of each national culture. Despite the fact that consumers, brands, technologies and companies are increasingly becoming global, advertising is likely to stay more local. So the strategy of adaptation in global marketing and product promotion with international markets is widely spread.

Among the difficulties complicating global marketing campaigns launching are the following: economic, political and social systems differences; the development and use of advertising channels; the country's culture and traditions; the differences in sounds and colors perception; the style of life peculiarities; the life cycle of the goods in different countries etc.

For example, in the Nordic countries advertising products as luxury items would be considered bad

taste, because the political systems in these countries advocate for social justice and equality. Another example of advertising campaign which failed to acquire global presence is General Foods Company's commercial of Maxwell House coffee in which product was claimed to be "the best American coffee". The pitfall was in the fact that in Germany where campaign was performed customers preferred to make coffee in different way and were skeptical about the American way of making coffee.

Therefore, the most common in international advertising is a global strategy with a partial adaptation of advertising campaigns to the conditions of local markets abroad. Even if the product is actively sold in local markets, it is not safe to assume that a standardized global advertising will be possible and will not require adaptation (at least in terms of language) of commercials in different states and regions. First of all, adaptation should cover meaning and interpretation of commercial, basic advertising ideas for a particular product, the image of a product, and less often advertising slogans itself should be changed. However, creative approach during advertising slogans translating often need to adjust the language or in some cases even concept of promotion sticking to local market characteristics, consumer preferences and demands and countries traditions.

To solve the problems of adaptation it is necessary to conduct a market research and test goods in foreign markets in order to identify most acceptable and effective to local consumers promotion techniques which will attract customers and provide high sales volume.

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APPLICATION OF BIOLOID ROBOT FOR EDUCATIONAL PURPOSES

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As a result of technological progress many laborious tasks appear which require really sophisticated methods of solving. Some of these tasks are impossible for human to perform, for example, moving an object along the curve with adjusted precision. For solving these problems knowledge of automation and robotics is employed. Automation of routine and laborious processes has already reached quite high level of development and dissemination, so automation in other fields, such as services and welfare sectors, begins. For those robots which are going to work in these fields other requirements are established, for instance, amicable design, understandable interface, possibility to define commands which are assigned via human speech, and finally, an ability to react to changes and impacts of the environment. What's more, these robots must be safe for people.

To encourage children's interest in fast-developing field of technical study – robotics, and to acquaint them with knowledge of programming robots-androids, Korean robot manufacturer ROBOTIS created a hobbyist and educational robot kit, called Robotis Bioloid. Thus, the Bioloid system is comparable to the LEGO Mindstorms and VEXplorer kits. That means that children and teenagers will be inter-

ested in it for certain. The educational potential of this kit has already been recognized, for instance the platform is currently in use by the U.S. Naval Academy in their Mechanical Engineering courses, and is also popular in the RoboCup international robotics competition.

These robots are programmed with RoboPlus - C language based software and RoboMotion – specialized visualized language. The process of programming these robots will give children and teenagers basic knowledge in programming which is essential for them in the future.



Fig. 1. One possible modification of Robotis Bioloid