

UDC 338.487:659.441

Serhii KASIAN

docent,

Head of Department of Marketing, Dnipro University of Technology, Ukraine

syakasian@ukr.net

Oleksiy SHEBANOV

PhD student, Department of Marketing, Dnipro University of Technology, Ukraine

shebanov.o.b@nmu.one

Rostyslav MYKHAILYSHYN

docent,

Dean of the Faculty of Economics of Ivan Franko Lviv National University,

rostyslav.mykhailyshyn@lnu.edu.ua

FEATURES OF THE MARKETING PROMOTION OF THE MILLENNIUM CHOCOLATE FACTORY PRODUCTS TAKING INTO ACCOUNT SUSTAINABLE DEVELOPMENT

ОСОБЛИВОСТІ МАРКЕТИНГОВОГО ПРОСУВАННЯ ПРОДУКЦІЇ ШОКОЛАДНОЇ ФАБРИКИ «MILLENNIUM» З УРАХУВАННЯМ СТАЛОГО РОЗВИТКУ

The rapid development and spread of information and computer technologies attract the attention of specialists in the field of marketing to the coverage of theoretical and methodological aspects of the strategic promotion of products to the markets. Most enterprises have an acute problem of strategic promotion of goods. At the same time, in accordance with the concept of STP-marketing, digital tools of promotion strategy and tactics are comprehensively developed, namely: the strategy of digital communication interaction; advertising changes, sales promotion [1]. In our opinion, it is appropriate to use such tactical and effective methods of marketing promotion, such as: intensification of advertising support for products in individual markets of Ukraine and the EU, improvement of the components of sales promotion, organization of interaction on virtual digital platforms during the operation of the Internet store, conducting a creative communication campaign in digital space [1; 2].

A component of marketing strategic promotion of products to target markets dedicate the scientific works of such domestic and foreign market scientists as: O. V. Zozulov, P. Kotler, N. V. Kudenko, S. O. Solntscev, David Szostek, A. V. Fedorchenko etc. In their works, the understanding of the use of digital tools in the marketing sphere, the essence and structure of strategic marketing, general concepts of improving the information support of marketing systems are comprehensively covered. Today, it is expedient to research the theoretical and methodological aspects of digital tools and procedures for the strategic promotion of products to the market of the chocolate factory “Millennium”. It is important to create extraordinary ads that would attract the approach of potential conscious consumers. Specialists interpret hidden marketing as a certain methodical environment for drawing attention to the company's product and service offer. Such

informational interest develops in the virtual plane of thematic forums, blogs, social networks, etc. [3; 5].

There are now a large number of marketing communication tools, in particular, these tools are being successfully modified in the digital dimension. Updated means and procedures for sales promotion, public relations technologies have gained considerable popularity recently. Marketing analysts successfully use the tools of Internet marketing communications, merchandising, creative components of hidden advertising, local information systems in public places, mobile marketing, etc. The choice of means of communication policy depends on many factors, among which are of primary importance: the specifics of the product itself, the stage of the product's life cycle, the marketing budget, etc. [3, p. 78]. Indeed, when interacting with contact audiences, it is advisable to use gamification methods, games and competitions not only for giveaways, but also to redirect customer traffic to the website. It is advisable to use creative inexpensive printed materials. Yes, in guerilla marketing, stickers, postcards, and printouts, which are enriched with their creative content, are appropriate. This contributes to the successful promotion of flows of confectionery products to target markets.

Retailers rightly note the advantages of Ukraine as a supplier of raw materials. However, the domestic confectionery industry as a whole has been refuting these views for several years. Because there are complex deliveries to foreign markets of branded confectionery products with high added value, which covers special consumer values. There has been a certain growth of business within the geographical borders of the EU, therefore the Chocolate Factory "Millennium", a Ukrainian confectionery manufacturer, is now improving its international marketing strategy and tactics [4]. To ensure the desired psychological impact on consumers, it is advisable to use the AIDA (Attention, Interest, Desire, Action) model. The company adheres to the principles of socio-ethical marketing, when there is concern for society as a whole, satisfaction of individual and social needs.

Chocolate factory "Millennium" was founded in Dnipro (Ukraine) in 1999. Today, the company is one of the largest producers of chocolate and candies in Ukraine, satisfying a wide range of needs of modern consumers. Produces candies and chocolate under the Millennium, Lyubimov, Oskar le Grand, and Disney brands [4]. The company's marketers believe that export flows should to some extent be synchronous with the flows of domestic confectionery products of the Millennium brand. However, their content and structure should reflect the demands of demanding consumers in foreign markets. It is emphasized that confectionery products of the "Millennium" company have been successfully competing with European manufacturers within our country for several years, so they can compete with them abroad as well. Thanks to the production of high-quality and relatively inexpensive goods under a well-known brand, the company has tangible competitive advantages both in Ukraine and in Europe and Asia [4].

Among the most accessible and effective tools of international communication policy, especially in modern international trade, it should be noted the involvement of direct advertising means. However, due to the fact that the company "Millennium" does not yet have a sufficient level of distribution abroad, direct advertising is weakly used in international markets as a tool for promoting and stimulating sales of its products [4].

In fact, the company “Millennium” applies two different methodological approaches to the establishment of product promotion in Europe and Asia. Thus, chocolate products are mainly successfully positioned in retail chains within the EU. The factor of market power of modern retailers should be taken into account here. Therefore, thorough marketing work is carried out with retail in the foreign markets of the EU, namely [4]:

- excellent POS-materials (design of points of sale, advertising of products that work in points of sale: wobblers, shelf talkers, price tags, stoppers, posters), which inform the buyer about the product and serve to attract his attention;

- trade-marketing promotions in segments of foreign markets (special price, splits, seasonal or holiday product positions);

- paying attention to the application of the marketing concept of sustainable development;

- promotions aimed at increasing the volume of purchases, achieving a significant share of repeat purchases (buy X units of chocolate products - receive a unit of chocolate products for free or at a significant discount, taking into account responsible consumption).

Experts rightly note that there is very high competition within the EU markets. Therefore, the manufacturer of chocolate products is forced to stimulate its sales through a strong communication influence on the end consumer. Otherwise, the manufacturer's chocolate products will remain unnoticed. In Asia, marketing analysts must consider a completely different competitive environment. Despite the fact that the incomes of the population have increased somewhat recently, marketing pricing and competition in the market have their own specifics. In this context, it is profitable for the “Millennium” company to emphasize the systematic stimulation of distributors [4; 5].

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