

Секция «Реклама в США и Великобритании: настоящее и перспективы развития»
The patronage of famous brands in the United States as a way of self-promotion.

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Patronage of well known brands as a way of self-advertising

Gaius Cilnius Maecenas is known to have been an important patron for the new generation of Augustan poets. His name has become a symbol of a wealthy, generous and enlightened patron of the arts.

Advertising has always been a strong promotional tool for big companies to sell their products. With competition between companies getting stronger, it becomes increasingly difficult to compete. That is why many companies resort to various indirect ways to promote their products to the market.

It is difficult to work out a successful, non-imposing campaign nowadays. It is a policy of patronage that is a carefully thought way to muddle through the market.

The aim of my report is to investigate different methods and ways to which companies resort to sponsor unknown artists, actors, singers with a view of gaining profit and a status among consumers.

The objectives of my report are as follows:

1. To provide some information about aims and intentions of well known companies.
2. To consider strategies of such a policy as a case study of some big companies.
3. To analyse how popular values are acquired in the system of market.
4. To consider how successful such campaigns have been.

Источники и литература

- 1) Статья Ники Райан «Меценатство: Prada и искусство патронажа» в книге «Мода и искусство», издательство НЛЮ 2015 г.
- 2) Пресс-релиз компании Prada: The Prada Principle
- 3) <http://redbullrecords.com/>
- 4) http://njbaudey.com/publ/famous_costume/plate_mondrian_ot_yves_saint_laurent/15-1-0-150