

?nalytical reference «Segmentation of the consumers based on the motives of choice of the ice cream trademark»

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Methods of the research

1. Depth interviews with representatives of large and medium Russian companies producing ice cream, owners of brands, which became popular in the Russian ice cream market. Interviews with representatives of more than 50 companies were conducted.

2. Analysis of information relating the Russian ice cream market, which has been published in the Internet and mass media.

Abstract

This research represents a wealth of experience in the field of creation and development of own brands by the largest Russian companies: Inmarko, Talosto, Iceberry, AlterWEST, Belgorodsky cold-store combine, Lipetsky cold-store combine and many others.

Marketing strategies of the largest Russian companies are analyzed and classified by a special technique, what ensures revelation of effective marketing strategies, which are not used at present time.

As a result of the research, a marketing and branding strategies matrix has been worked up. It is used or can be used by Russian ice cream manufacturers. Thus, after having analyzed this research, every enterprise can choose proper marketing or branding strategies, taking into account its own development features and resources as well as expectations of ice cream consumers.

Mistakes which have been already made by the Russian ice cream vendors in developing brands, as well as the reasons of their success and achievements are the material which will be the most effective way to help you in creating the effective strategy for your enterprise. This kind of material is offered in the present report.

Further prevalent peculiarities of branding in the Russian market are stated. Among them such specific things are worse to be mentioned as «don't care about tomorrow», «operations in the market result from the top managers' views or prejudices but aren't based on dry facts in the market», «intuitive branding». Each of them is well founded and proved; the appropriate extracts from depth interview with representatives of enterprises are given.

And the prevalent prejudices in branding become the subject of investigation.

Then detailed consideration and classification of the marketing and branding strategies, which are used by Russian ice cream manufacturers today, follow. Strategies are shown on real examples – existing goods, ice cream marks. Strategies of development of such well-known brands as Slitki, La Femme (Talosto), J-7, Luxus, Prostokvashino (AlterWEST), Volshebnaya Lakomka (Iceberry) are considered in detail.

The cross-branding strategy, which is often used nowadays is also considered in detail (use of well-known and popular other's brands for launching own products, for example, the mark J-7 and Prostokvashino, company AlterWest).

We also focus attention at strategies of creation and development of regional brands. Regional brands mean the brands, which are oriented not to the national level but to individual regions, and specific features of ice cream consumption in these regions are taken into consideration. Several variants of regional strategy of branding are presented, which can be used in many typical Russian province centers.

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