

**Tkachenko Kateryna,  
Petinova Oksana**

## **TRADEMARK POSITIONING AS A CRITERION OF BRANDING PHILOSOPHY IN A GLOBALIZED SOCIETY**

At present, there are a lot of limitations on advertisement of cigarettes in legislations of many countries around the world, so major tobacco companies are forced to find new marketing solutions to stimulate the sales of the company's products.

In Ukraine, the number of limitations on tobacco marketing advertising is also increasing year by year. But the facts show that cigarette manufacturers can always find a new way out of difficulties. I chose the topic of "tobacco marketing" because I worked in this field and determined to become an excellent brand manager for tobacco companies. At the same time, the data I collected, while working in tobacco companies, will definitely help me write an interesting and qualified thesis.

Marketers around the world are facing the common problem: while coping with more and more competitors' marketing programs and increasingly demanding marketing campaign supervision, they must also try every means to make their tobacco brands unique. Each country has different basic national conditions, and consumers often require brands to introduce new technologies and update products.

Ukraine is an independent country, and consumers also pay great attention to their own style, so brand positioning is the main criterion when they buy cigarettes.

This thesis mainly studies the marketing situation and

sales characteristics of international companies in the Ukrainian local tobacco market, expounds the basic concepts of brand building and brand positioning, and conducts in-depth research on relevant laws and national economic factors influencing cigarettes marketing.

At the same time, a large number of relevant data on the tobacco industry were collected, and the Ukrainian tobacco market was segmented into markets and consumers, and the marketing cases of world-renowned tobacco brands in Ukraine were listed for a more thorough analysis. Through this thesis, new brands can find clues to better understand the Ukrainian local market and develop corresponding marketing plans.