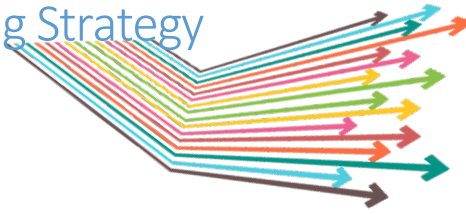


## World's Top Brands Marketing Strategy

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The marketing strategy of famous companies is well-known all over the world. Several marketing elements – product strategy, positioning, sponsorship, social media, and design- can be distinguished.

*Product strategy.* Some companies, e.g., producing water and juices, have a diverse range of products (e.g., over 1000). Cola, orange juices, water, etc., are just some of the most famous products of these companies. All these products are packed in packaging of different sizes and shapes. With the originality of the packaging, they break into the market in the presence of many competing companies. This and other marketing mix elements bring the company significant profits.



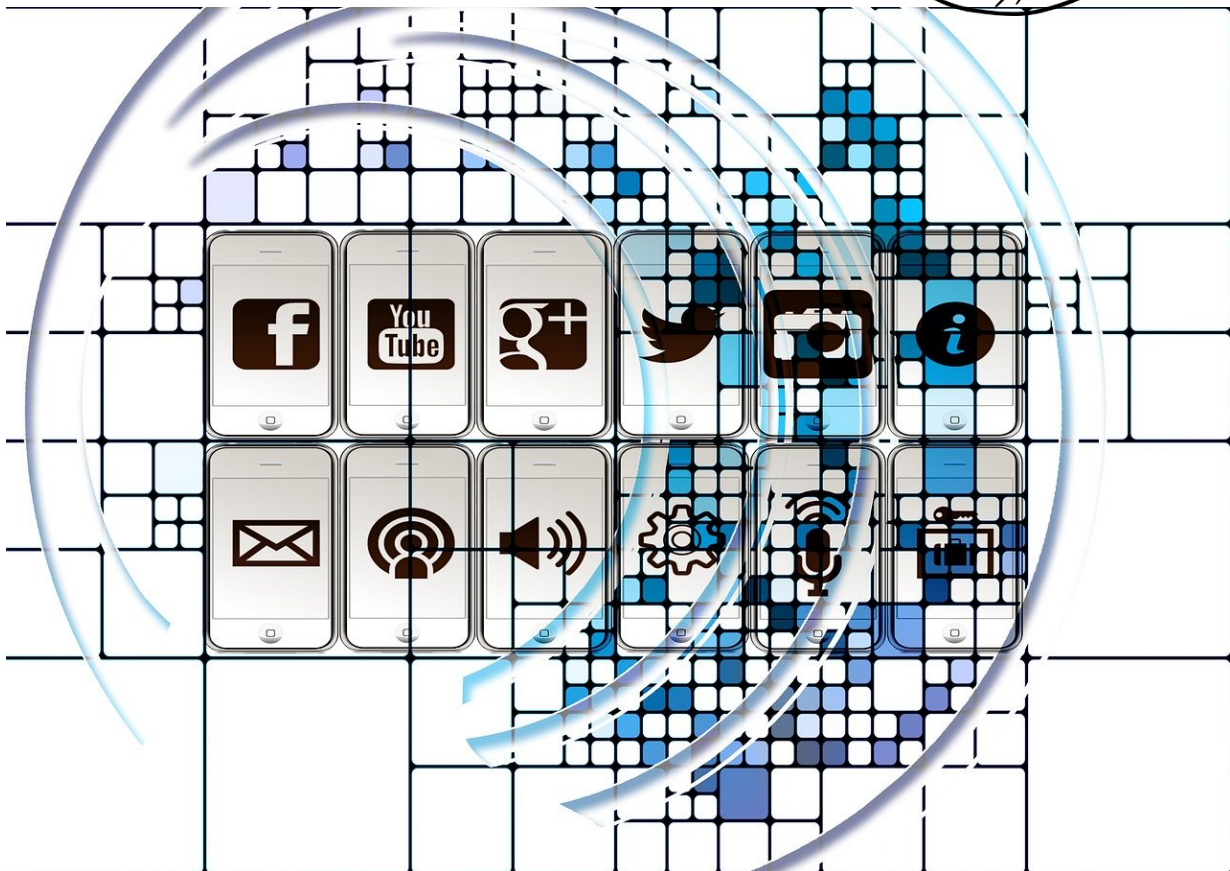
*Product positioning.* Companies' awareness of this element puts them in a leading position in the market. It presents its products in long-term advertisements as necessary, fun, tasty, and refreshing.

*Social media.* With the development of information technology and its expansion, many companies have gained greater scope and opportunities for advertising. They use

Twitter, Instagram, YouTube, Facebook, and others to post videos, images, animations, and other multimedia content. According to the *2021 Sprout Social Index™*, the most common goals for companies marketing on social media are increasing community engagement (41%) and brand awareness (58%). These goals are still relevant to social media teams going into 2023 because they continually face new challenges.

*Sponsorship.* For many years, Companies have been sponsoring major and world-famous sports events, such as the Olympic Games (since 1928), the Paralympic Games, the FIFA World Cup, etc. They are also sponsors in other areas - music, gaming, and movies.

*Design.* The company's logo is essential to be striking and well-known to everyone. It should be easily imprinted in the consumer's memory so customers are happy to choose it. In addition, the form of packaging, i.e., bottles, should be well recognizable. All this puts the company in a leading position in the market.



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