

SUMMARY

Subject matter: The Creation and Launch of a New Trade Mark of the «Procter and Gamble» Company.

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Information about customer organization: «Procter and Gamble» LTD.

Topicality of the research: The growing attention of different companies to the creation and launch of trademarks is conditioned by the fact that a brand name at present is a necessary criterion for the sustained position of the firm on the goods market thanks to its competitive advantages. However, the body of knowledge available in this sphere requires further comprehension, interpretation and development of some issues in the sphere of techniques improvement and the development of the economic-organizing control mechanism of the creation and launch processes of trademarks.

Objectives of the research: are the all-round analysis of the creation and launch process of a trademark as well as the elaboration of recommendations on its improvement.

The tasks of the research:

- to study the specific character of the notion «trademark»;
- to reveal and analyse the peculiarities of the creation and launch of a new trademark into the Russian market;
- to analyse the marketing strategy of a new trademark promotion in the consumers market;
- to give a concept description of «Procter and Gamble» and to carry out the analysis of the company's assortment policy;
- to carry out the analysis of the creation and launch of new trademarks in the «Procter and Gamble» company;

- to describe the process of creation and launch of the new trademark «cruZer» by the «Procter and Gamble» company.

The theoretical significance of the research lies in the enlargement of the scientific notions about the process of creation and launch of a new trademark as well as about the place of the creation and launch of a new trademark in the management system of modern enterprises. **The practical significance** lies in the use of the process of the creation and launch of the new trademark «cruZer» by the «Procter and Gamble» company as a standard specimen for other enterprises of various forms of property producing and marketing similar products.

The results of the research: There are three approaches in the creation of trademarks in the world practice: the first approach consists of the use of the corporate trademark to promote all product lines when the name is transferred onto its products; the second approach consists of the creation and launch of the «family mark» which include similar or homogeneous goods making up segments of the product category or neighbouring product category; the third approach consists of the «unique mark» promotion when every product is given its unique name.

Recommendations: The practicalities analysis of the creation and launch of the new trademark «cruZer» by the «Procter and Gamble» company has made it possible for us to make a conclusion that the new trademark «cruZer» has gone through all the stages required to launch it in the market. They have solved the issue of pricing policy, identified distribution and promotional channels, the ways and methods of the promotion and stimulation demand for the new goods. And in February 2013 the line of three products of the new trademark «cruZer» was on offer all over the Russian Federation.