

**MERCEDES BENZ CAR ADVERTISEMENT**  
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Advertising communication is a one-way process where the encoded message is transmitted through social stereotypes, values and standards to potential consumers in order not only to acquaint with the advertising offer, but also to influence choices, motivate a person to action. My aim was to study the advertising history of the car brand "Mercedes-Benz", because for motorists from around the world it is not only one of the most recognizable and important among the world's car manufacturers, but was originally Associate with the concept of "car". And today's innovations of the automaker are based on the same image things and values as hundreds of years ago: safety, comfort, efficiency and belief in success, thanks to them the most famous German brand demonstrates the dynamic growth of global sales.

Mercedes-Benz advertising has also always stood out for its branded performance and creativity - the brand has never spared money on marketing. For example, interesting advertising of the BlueEFFICIENCY system (the system is a technical solution for optimizing fuel consumption and emissions). A billboard was placed at Johannesburg Airport, which was originally just a white surface and the Mercedes-Benz logo. However, after a while, air pollutants accumulated on the billboard, and on a white background the message was clearly visible: "If more cars had BlueEFFICIENCY, you would not be able to read it."

The real work of art was a video created in October 2001 by Gerard de Thame's Mill Film studio. The video was based on a biblical story about Noah's ark. In the gloomy desert, under the black sky, stands a huge ship; it is entered first by animals and then by humans. People carry Mozart's notes, a Macintosh computer, a Steenway & Sons piano, Miles Davis' Birth of the Cool, and Hemingway's A farewell to arms. The last to enter the ship are two silver E-Class Mercedes. The speaker's soft voice asks, "If the flood happened today, what would you take with you?" All these marketing techniques are used not so much to increase sales of a particular brand, but to add attractiveness to the car brand "Mercedes-Benz".

The slogan "The best or nothing" of the Mercedes-Benz brand has replaced the current slogan "Unlike Any Other". The new slogan is part of Mercedes-Benz's new marketing strategy, which reflects the brand's desire to be the best in the market, as well as the brand's values - impeccability, attractiveness and responsibility. The slogan "The best or nothing" was the motto of Gottlieb Daimler, the founder of the Daimler concern, which owns the Mercedes-Benz brand.

For comparison, here are examples of branded image slogans of another German carmaker, Europe's largest carmaker BMW: "A car designed to control fate, not to tempt it", "BMW: the highest type of controlled car", "BMW - the norm of superiority", "BMW - it's a quality for life ", " BMW - with pleasure behind the wheel.

" The lexical units "fate", "temptation", "superiority" are emotional components of slogans.

From all the presented slogans in the article we can conclude that the vocabulary of slogans of the German car manufacturer "Mercedes-Benz" is an expression of the essence of the automotive business, conveys visual and emotional information about the company not only through the appearance and technical characteristics of cars. -characters that help visualize a positive image of the company.

## **RESEARCH OF THE MARKET OF CARGO TRANSPORTATION BY ROAD TRANSPORT IN THE INTERCITY CONNECTION BY SINGLE ORDERS**

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Fixed and single orders are presented on the freight market. In contrast to fixed orders for the carriage of goods, which have a clearly regulated procedure and are carried out under pre-agreed terms of a long-term contract, single orders are random.

The segment of single orders accounts for almost half of the intercity trucking market. Therefore, it is interesting to study.

Considering the development of information technology, the main source of information about single orders are specialized logistics sites. In Ukraine, the most famous are three servers: lardi-trans.com, della.ua and ati.com.ua. These sites are presented online databases with information about the order. The current study looked at statistics from lardi-trans.com. Since it is the most popular in Ukraine and, accordingly, has the largest target audience in the field of road transport.

The study focuses on goods that don't require special transportation conditions, have a volume of 20 tons and are transported in intercity traffic. Statistical information was collected within 5 working days, weekends are not taken into account, because the number of single orders on these days is very small.

In order to create a single file that would display a common array of data, we build the appropriate tables in Microsoft Office Excel.

A large number of orders for the carriage of goods is duplicated several times. After clearing the data set, we can objectively assess the demand of the market segment of single orders. One of the best ways to reflect the demand for long-distance freight is a matrix of single orders for their execution. The headings of rows and columns are the names of the regions of the country.

Due to socio-political and economic changes in Ukraine, the Autonomous Republic of Crimea is not taken into account when building a matrix.

As a result of building a matrix based on visual analysis, we note that the largest number of orders comes from and to Kyiv region, as well as Dnipropetrovsk region. The smallest number of orders comes for transportation from Luhansk and Chernivtsi regions.