

# AMBIENT MEDIA AS THE NEW APPROACH TO ADVERTISING

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**Аннотация:** Статья посвящена изучению аспектов влияния нетрадиционных рекламных носителей на рынок рекламы в целом, а так же важности их применения в современных условиях, где традиционные подходы к рекламе имеют тенденцию к снижению своего воздействия на потребителя. Приведены реальные примеры, иллюстрирующие высокую эффективность применения нетрадиционных подходов на рынок рекламы. Рассматриваются недостатки и ограничения к применению нетрадиционных методов.

**Ключевые слова:** Реклама, традиционный подход, нетрадиционные медианосители, социальная реклама.

**Abstract:** The article is devoted to the study of the aspects of non-traditional advertising media influence on the advertising market in general, as well as to the importance of advertising media usage in the current environment, where traditional approaches to advertising tend to decrease their impact on the consumer. The real examples illustrating the high efficiency of non-traditional approaches to the advertising market are given. The disadvantages and limitations in the usage of non-traditional methods are considered.

**Keywords:** Advertising, the traditional approach, ambient advertising, social advertising.

For historical reasons, advertising is a primary mean of any brand promotion. It is a special engine of commerce, which determines the way and style of human life, dictates certain behaviors in society, shows what is good and what is bad. But apart from all advantages it has, advertising tends to become boring, annoying and not to be taken in by buyers, as a result there is a decrease of promotion efficiency and setback in sales. Therefore, the advertising market does not stand still and constantly develops, every day in the world appear new ideas, technologies and approaches to advertising, which contribute to the giving of new opportunities to promote products and services. That is why the importance and the role of ambient advertising approaches will be the focus of this article.

TV, press, radio, outdoor advertising, internet are the types of traditional advertising. Today they quite successfully solve the problem of advertising campaigns such as sales growth, increase of brand awareness rates and etc. According to the statistics for 2012, despite the dynamics unevenness during the year, the total amount of advertising was equal to almost 300 billion rubles, which is 13% more than in the previous year [1]. But despite the positive character of the rate, the results of the survey in 2010 showed that the effectiveness of traditional advertising media dropped significantly: consumers were increasingly ignoring advertising messages brought by traditional means. Such advertising became predictable and boring. As practice shows the consumer is much more effective to reach by means of other, more innovative and unconventional methods.

Ambient advertising approaches are actively gaining popularity among advertisers. Ambient advertising media are new communication channels through which advertising reaches the consciousness of the consumer in the most unexpected spheres, making its way through the general flow of advertising messages [2]. One of the greatest advantages of ambient advertising approach is that it helps to achieve the effect of surprise and novelty that promotes better acquisition and retention of the advertising message in the mind of the consumer. It works on the emotional level: makes you feel, immerse in the feelings, become seriously interested, experience aesthetic pleasure, etc. Such advertising is perceived by consumers as a matter of course, and not as a solicitation and inducement to purchase. It is goal-oriented to the target audience and faster covers it. Another advantage of such

advertising is the involvement of, comparatively to the traditional media, small budgets and lower quantity of problems with the law.

The level of development of ambient advertising in the country is still low, most often it is a creative use of traditional media, rather than radically new means of advertising, but, nevertheless, the market for ambient advertising is steadily growing and developing, in Russia there appear more agencies engaged in ambient advertising.

There are a lot of examples of advertising in unconventional spheres, but in Russia the following types or more precisely spheres of distribution are the most common: retail trade, business environment, educational institutions, transport, urban environment, leisure and others. Placements are also diverse: shopping centers, supermarkets, kiosks, sidewalks, schools, buses, subways, cinemas, sports clubs, as well as people and many others [3]. As ambient advertising medium can be anything that surrounds us: garbage bins, beach changing rooms, pizza boxes and etc.

A striking example of ambient advertising is antistress installations of yoga studio "Arjuna" in the center of Yekaterinburg, symbolizing banished from one's mind problems. The objects looked as if they really fell from the height. The principal idea was to show the main advantage of classes at the studio, namely, that they help to concentrate on your personality, to understand what is really important, and just throw away from your head all that unimportant [4].

Another example of ambient advertising is the dragon made of sticks from the Asian cuisine restaurant "Aziatazh." In the street next to the restaurant five-meter figure of a dragon was made from bamboo sticks in honor of the restaurant opening. Become a co-author of the urban sculpture could any passer-by. All participants were awarded a kit of bamboo sticks. One was to make a wish and to leave with the dragon, and another to keep and get for it discount of 10% in the restaurant. The event was widely covered in the media, the campaign was reported in the news and picture shots were made. More than 10,000 wishes were made and over 10,000 discounts were received in the restaurant [4].

Another example is the joint project of the company "McDonald's in Russia" and the agency Leo Burnett Moscow «City sings" for the "Big Mac." In the restaurant "McDonald's" in Moscow was set an electronic a half meter model of a residential building, called "Like-house," which could "settle down" anyone. For this it was necessary to put a "Like" on the page "Big Mac" on Facebook or "VKontakte" and the user's icon appeared in one of the windows. All visitors of the restaurant could "settle down" online in the Like-house and look at themselves in the window. "Like-house" already became popular in the social networks. As soon as 2011th resident settled in the house, the house started to sing [4].

Many examples of the use of ambient advertising can be found in the social advertising. Typically, the customers of social advertising are state, various public organizations and funds, trying to draw attention of the citizens to the serious society problems, social programs and possible solutions. It is very difficult to convey to the people the social advertising message, people almost do not perceive it, so in order to attract attention, cause a strong emotional response among respondents and get feedback, marketers resort to ambient advertising methods. An example of such social advertising is the project "Young fire-fighter", the purpose of which was to inform and warn parents that it is very dangerous to leave their children at home alone. In the stores, in the sections of children's clothing a professional firefighters uniform of Ministry of Emergency Situations suitable for a child was placed. Next to the uniform was placed the inscription: "For children left unattended". And the inscription on the bottom was: "In 2011 in the Republic of Belarus 264 fires occurred because of a childish prank." The distribution covered more than 50 cities, more than a hundred retail outlets. The company managed to deliver targeted key message to the target audience, as the project was implemented in the season of pre-school purchases [5].

Besides the advantages ambient advertising approaches have their own drawbacks and limitations. According to statistics, the large companies with enough big-name brands started to use ambient advertising methods of attracting the audience attention. Small companies are afraid to risk their advertising budgets for new product, the effectiveness of which is practically impossible to assess [2]. Such advertising is not copied, each time it requires new exclusive, special, unique ideas and promotion techniques that require a long and careful study and preparation of the procedure, otherwise the ambient idea runs the risk of not settling down in the market and moving into the category of media source standard. It is also ambient advertising that is often temporary and, as a rule, cannot

provide heavy sales of offered products and services. Another significant aspect limiting the use of ambient advertising approaches are the laws and decrees issued by the city authorities.

Despite the fact that the Russian advertising market is young, and most of the advertisements are still conveyed to consumers through traditional advertising media, in spite of all shortcomings and limitations of the ambient approach, the ambient advertising market is gaining pace. Unlikely that ambient advertising media ever will replace traditional ones, but their use in combination with other advertising channels can significantly increase the interest among consumers and strengthen the effect expected by employers.

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