

ADVERTISING ACTIVITY IS AS A KIND OF MARKETING COMMUNICATIONS

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Abstract: The article investigates the peculiarities of advertising activity. The author explains the concept and essence of complex of marketing communications, functions and types of advertisement.

Keywords: Advertisement, marketing, communication

"Advertising – is a spark plug,
and lubricating oil too in mechanism of economy,
creating an abundance for consumers."
Alfred Dzh.Simen

Today advertisement takes a huge value in our lives. It largely determines the image and style of our life, it inevitably has an impact on our views, attitudes towards ourselves and the outward things. We buy what someone says or "advises". At the moment, this problem is very actual because each of us is under an influence of advertisement.

The marketing concept outlines advertisement one of the central place in the whole complex of marketing activities. It is no coincidence that individual businessmen, both in Russia and abroad, have even mixed the concept of advertisement and marketing. However, marketing theorists give a clear statement of the specific advertisement in comparison with other tools to stimulate demand.

What is the marketing communication?

Marketing communication of organization - is a complex effect of the company to internal and external environment in order to create favorable conditions for a stable profitable activity in the market. Marketing communications are one of the components of the marketing complex.

There are the following features of marketing communications:

- focused communications (marketing communication is directed precisely to the target audience);
- repetitive messages (advertising message typically replicates repeatedly to achieve a certain frequency, and this frequency accumulating provides memorability) ;
- marketing communications have the character of a complex impact to the target audience (advertising messages in the mass media are supplemented by direct marketing, exhibition activity, using the tools of public relations). (Lidovsky, 2008)

In order to bring information of the company to its audience and to promote product of organizations special tools are used. These tools are called marketing communications. Advertisement, sale promotion and sales, public relations, personal selling are the main types of marketing communications.

There are some definitions about advertisements, public relations, sale promotion and direct marketing.

Advertisement – is any form of communication, paid by a particular person, designed to promote products, services or ideas. Although some kinds of advertisement (for example, direct mail) are focused on a particular individual, yet most advertising messages are designed for large groups of population, and disseminated through the mass media such as radio, television, newspapers and magazines.

Public relations (PR) – are coordinated efforts to create a positive image of the product in the minds of the population. They are implemented through the support of certain programs and activities that are not directly related to the sale of goods: the publication in press of the important information from a commercial point of view, "publicity" on the radio and television.

Sale promotion – are different types of marketing activities, which at certain times increase the initial value of the goods or services and directly stimulate the purchasing activity of consumers, (for example, coupons or free samples), the work of distributors and sales staff.

Direct marketing – is an interactive marketing system that allows consumers easily to browse their information and purchase products through the use of various channels of information dissemination. It includes direct mail, the use of orders for printed catalogs and selling through catalogs online.

The importance and the role of communication in today's market environment is steadily growing due to the increasing occurrence of saturation of markets with a variety of goods, forms and methods of competition and an increasing variety of customer needs, and other factors. So today there actively develop such forms of communications that use multiple or all of the main types of marketing communications and thereby allowing to achieve synergies. It includes: branding, sponsorship (focused mainly on creating an image (customer loyalty)), merchandising, exhibitions and fairs (mainly focused on the marketing (sales)). (Mezentcev, 2007)

Branding – is an activity in the marketing communications, dedicated to the design of product brand, corporate style, its components, and the formation of a unique image that distinguishes it from its competitors in order to provide the prestige of the brand, increase consumer awareness of the product and its appeal.

Sponsorship – is a system of mutually beneficial contractual relationship between the sponsor and the subsidized party (the recipient), the overall objective of which is to achieve communication and marketing purposes of the sponsor.

Exhibitions and fairs – are promotional activities as a synthetic form of marketing communications of organization that allow to enable communication in one place at the same time representatives of all participating parties of the market, where exhibitors present at the exhibition samples based on the goods and services in order to promote their sales.

Merchandising – is a complex of measures, which is aimed to the selection of goods at point of sales, to attraction of the attention to them and encouraging buyers to make a purchase without delay, or marketing in the areas of sales, using the traditional marketing complex: product, price, marketing, and communications.

Synthetic marketing communications are combined into a single group, they are marketing technologies implemented on the basis of a comprehensive integrated application of the basic types of marketing communications, elements of the marketing and management of the company to provide the creation and maintenance of the desired relationship between the firm and its target audiences.

The advertisement in the system of marketing communications performs functions of all system and specific functions that are subject to it. The advertisement has a great variety of forms.

Thus, the economic function of advertisement is to build demand, sale promotion and increasing the volume of profits from the sale of certain products for a certain unit of time, advertisement makes consumers to buy goods and accelerates the process of "buying and selling" and capital turnover .

Advertisement informs, creates a need for a product or service, and encourages people to purchase them. And the more people responded to the advertisement, so in the long run, it is the better for the economy and the economic well-being of society. Therefore, it provides informative function.

However, it is obvious that as part of the marketing, advertisement oversteps the frames of the informational function and takes also communicational functions. With the help of questionnaires, surveys, collecting the views of the goods applied during the study of advertising, it is provided a feedback with the market and the consumer. It allows to control the promotion of products to market, and retain a stable system of preferences of consumers for it, in case of need quickly correction of the process of marketing and promotional activities. Thus, the control and corrective functions are implemented.

Advertisement performs social function, providing a tremendous impact on the formation of a mass public consciousness and the consciousness of an individual. Directed to the consumers, besides the advertising of a product, advertisement:

- contributes to the formation and implementation of people's consciousness ideological values of the society and ultimately has a certain influence on the character of social relations;
- appeals to consumer's instincts of people , encouraging them to increase their level of well-being;

- contributes in some way to the culture of consumption: comparing different products and services, the consumer, in any case, tends to get really the best. (Kotler, 2005)

Using its ability targeting to a certain category of consumers, advertisement performs the function of management demand. The managing function is an integral part of the marketing system.

Since advertisement is used to implement a wide range of functions, but to classify advertisement it's not easy.

As already mentioned above, depending on the purpose of advertisement it can be informative, persuasive, reminiscent, comparative. Also, there are the following main categories of advertisement:

- according to the composition of the target audience - hard, medium, and low segmented. The more specific the product or service is, the narrower segment is of the audience, between which they can be advertised;

- according the intended effects – profit-making (commodity-service), and non-profit (political and social). Profit-making advertisement is to create, sustain and enhance the demand for a certain product unit. Non-profit advertisement is designed to attract attention and create on this basis a positive image of businessman, organization, group of organizations and even entire industries;

- according to the breadth of distribution - international, national, regional, local. The global advertisement includes: interactive videos, trans world radio and satellite TV, the Internet, and other modern means of communication;

- according to mode of transmission - printed, electronic, exterior;

- according to the method of execution - textual, visual, textual and visual. Text advertisement can be simple and complex, and visual - static and dynamic. Simple text advertisement is the usual announcement. Sophisticated text advertisement includes a set of required components: title, subtitle, the main text module, a slogan;

- according to the method of impact - direct and indirect. Direct advertisement confronts the fact - "buy goods", showing a particular product, calling it a specific price, address, where you can buy, etc. Indirect advertisement also works on a subconscious level, and buyers, not noticing gradually absorb the advertising information and subsequently acquire the goods;

- according to the intensity of exposure: aggressive (psychological pressure on the buyer, encouraging people to make a purchase), and non-aggressive (transmits information about a product, creates a favorable impression);

- according to the method of treatment - an impersonal and personalized. In the last case, it represents the well-known personalities or experts advertised item, or consumers themselves - that is, precisely those to whom addressed advertisement. (Carter, 1998)

It is accepted to mark out eight basic types of advertisement:

1. Advertisement of brand – is the predominant type of visual and visual-text advertisement, designed primarily to achieve a higher degree of consumer recognition of specific brands.

2. Trade and retail advertisement focuses on a particular object of production or sale of products: it may be a service company or outlet. Main task is to stimulate the inflow of potential customers by informing them about the place and the main terms of certain goods or services.

3. Political advertisement – is one of the most visible and most influential types of advertisement. It generates a positive image of the politician.

4. Addressable advertisement – is a kind of trade and retail advertisement. The task of such advertisement - is providing the maximum amount of commercial information to multiple groups of consumers.

5. Advertisement with feedback – is another variety of trade and retail advertisement, assuming the exchange of information with a potential customer. The most common is a direct mail to specific recipients, which are of greatest interest to advertisers and buyers as possible (for example, in the form of catalogs).

6. Corporate advertisement – is such an advertisement, which almost never contains advertising information and is used for training and the subsequent decline of public opinion (a certain segment of customers) to the point of view of the advertiser.

7. Business advertising - is professionally - oriented advertisement, intended for distribution to groups formed by their belonging to a particular occupation.

8. Public or social advertisement – is focused on the audience, united mainly by their social status (such as single parents, childless couples, teenagers, etc.) (King, 1998)

Increased competition in the consumer goods market, including competition of enterprises of different industries, makes the main objective of each organization stimulate and strengthen demand with help of all possible ways for their products.

Advertisement is one of the most common and important elements of marketing communications. At all times, it has served as the information for the buyers about the existence of a product. With the help of advertisement we can persuade of the merits of consumer goods and thereby push the product to market.

Familiar with the different types and kinds of advertisement and the ways of its distribution, it can be concluded that the most effective is that advertisement, in which invested the greatest material and spiritual means. Often it is television advertisement, which should comply with the most demanding tastes.

Therefore, it is necessary to have a detailed analysis of the effectiveness of different advertising media in terms of their economic and psychological effects.

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