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USING ATL AND BTL IN MARKETING ACTIVITY

Marketing Communications (or MarCom or Integrated Marketing Communications) are messages and related media used to communicate with a market. Marketing communications are the "promotion" part of the "Marketing Mix" or the "four Ps": price, place, promotion, and product. There are lots of classifications of marketing communications, but we will concentrate on division them into ATL(about the line) and BTL(below the line) communication.

There is the legend that says: the director of Procter&Gamble company counted the whole budget -TV, radio, outside advertising, painted the line and wrote the sum which remained. There were not included giveaways materials and activities for clients. Line under estimate has already been done, so he wrote additional expenditure under the line, and there was a term below-the-line - "BTL" and above-the-line – "ATL".

Above the line advertising refers to traditional mass media advertising: newspapers, television, radio and internet. Direct advertising is missing its power, because people reject it. All of the following activities are the most common types of ATL advertising:

- Television and radio commercials
- Newspapers, magazines, and, frequently Internet
- Yellow pages
- Billboard; outdoor advertising

Below the line advertising delivers a tactile incentive to purchase a product (such as a coupon or a product sample).

The following methods are usually considered to be BTL advertising:

- Price promotions or discounting
- Coupons
- Gift-with-purchase
- Competitions and prizes
- Loyalty incentives

A mixture of the two types of advertising is usually called "through the line."

In our country 60-70% of advertising budget is being spend on ATL communications. For such countries as Canada, USA and so on more than 60% of all advertising budget spend on BTL, because they count money and effects. Nowadays ATL advertising is not growing as fast as below the line advertising. Why it is so?

In the end of 20-th century when customer wanted to buy something at the supermarket he had a limited choice of brands, two or three. As usual customer bought the brand which he had seen on TV. He trusted the advertisement. After seeing it the customer was proud of that he had exactly that brand. That means that the brand was really good and the customer was really cool. The result is brand fun.

But the times have changed. It turned from mobility, individualism, convergence to globalization, media expression and knowledge society. In our modern world life is not so easy. When you walking on the street you see advertisement everywhere, you listen to the radio, you listen to ads, you watch TV, you see ads and you hate ads. 65% of people feel continuously bombarded with ads. And nowadays then you entered a supermarket you see millions of brands. And every day it's becomes amount bigger and bigger. Perhaps all of them are good, but you don't know what to do. You see lots of brands on TV, in the internet, in you phone and each of them wants you trust and love. So brand can be popular only if people begin recommend it to each other, but without helping an advertisement.

That's why ATL becomes less popular nowadays. People are tired of advertisement. They hate it. Many of them try to buy goods, which they haven't seen on TV. After watching an advertisement people don't run to the shop to buy a new telephone or a new car, BTL-actions direct contact stimulates buyers to instant emotional purchase. Consumer reacts more emotional situation then something is free(concerts, exhibitions), sales, gifts. And better response you can see when the brand is directly addressing him or calls to take part in ... Such actions make loyalty to the brand and increase sales.

The consumer is loyal to indirect advertising, which helps to memorize brand, even if it is not directed to the sudden sale of the product. A striking example of building a positive attitude toward the brand is special events, concerts, performances and exhibitions. BTL costs less than traditional tools of ATL. But it is not true that indirect advertising suddenly lost its relevance, not at all. ATL constructs legend and brand image, its certain associations; BTL - embodies the character of the brand in the real world and gives the consumer to touch it.

Nowadays BTL is more effective because it is not stir up people's negative reaction influencing on them not aggressive, but mild. According to the last world's modern trends many companies must review their distribution of marketing budget. It's time to change the lines in some places.