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EVENT-MARKETING IN PRODUCT PROMOTION ON MARKET

As we know company marketing strategy is built on entirely standard set of tools: mass advertising in the media, participation and organization of events, sponsorship, public relations, promotions, direct marketing, etc. Nowadays event marketing being out of the common mix of ATL BTL and PR is becoming increasingly popular. That's why it immediately affects several communication channels and successfully complements opportunities to the above established instruments of direct marketing advertising.

Event marketing is the promotion of goods and services by creating and organizing special events making as follows an emotional connection between the consumer and the brand [1]. The range and layout of special events is boundless and immense. In particular, it includes holidays and the opening ceremonies, presentations, corporate events, festivals, fairs, press conferences and seminars, club parties, concerts, sporting events, etc.

The main advantage of event marketing and holding such events is frontal establishing contact and emotional connection between the customer (product or brand) and audience.

Considering business goals special event can be interpreted as a form of human involvement in the culture of the brand, corporate or other aspect of organization through their actions and feelings [2]. Thus there is a particular brand positioning, in which the good, thing or service is gradually becoming part of its target consumer's lifestyle. This way goods are not just fashionable, however necessary.

Face-to-face marketing is one of the fastest-growing and most powerful areas of marketing today, yet many organizations are challenged with understanding how to integrate live events into their marketing mix to create meaningful customer relationships that generate measurable business results. In addition, the myriad operational demands of staging live events requires wide and deep understanding of operations and logistics issues [3]. It is necessary to build the entire process of holding event marketing correctly and consistently to achieve positive results. Also it is important to work out strategies in detail from setting goals and objectives to selecting the type of event and ways of its description.

A rapid growth of popularity and widespread use of marketing events promoted the need for the emersion of professionals in the field of this industry who would take up the development and organization of marketing activities. So, that way new specialists of event-marketing would appear - event managers and event agencies.

According to their experience and contacts in the industry event managers and event agencies can coordinate the financial, technical and creative aspects of the event quickly and effectively ensuring the ultimate effect. Agencies are directly involved in the development of creative and organizational proposals and company program participation in events which includes concept-based studies, scenarios, description of presentations, contests, entertainment events, proposals for promotion of the company, the list of means of advertising support, etc. During the development professional performing resources are engaged in and supervision of their performance is conducted [2].

According to the survey of German marketing professionals, conducted at the Forsa Institute of Public Opinion, the organization of special events has now become one of the most essential components of brand management. 62% of experts believe that event marketing controls emotional development of trademark and 56% of respondents use event marketing for simultaneous emotional and informative brand promotion. 40% of respondents consider such events as the ultimate way of exchanging views and experiences with representatives of target groups [4]. Famous brand companies such as «Coca-cola», «Nike», «McDonald's» and «Nestle» were the first one which have started to use event marketing effectively.

In the last decade there is significant widespread tendency to highlight the company name, product or brand of socially significant aspects. According to expert forecasts in the future it will continue to gain momentum. Using social marketing companies get a rare opportunity to build long and lasting relationships with customers. The main advantage of this strategy is that output is associated with the social phenomenon which is meaningful to the target group of clients and therefore gets a competitive advantage. Affixment to the values and concerns of the target group strengthens the interdependence of consumer, brand and events [2].

References:

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Специфические приемы рекламных коммуникаций: BTL-реклама
http://www.e-college.ru/xbooks/xbook183/book/index/index.html?go=part-006*page.htm