

position a new or existing product.

The basic idea of the method is to look beyond the standard variables to present the goods in accordance with the actions, hopes, fears and dreams of the target audience. Demographic and psychographic measurements complement each other and should therefore be used simultaneously. Unlike demography which is objective, quantitative indicators, such as age, gender, education, and marital status, psychography takes into account relatively imperceptible phenomena – people's motives, interests, social status and life values. This information adds to the demographic data and gives wider characteristics of consumers. Psychography is a source of valuable information about consumers. It helps raise the conversion and significantly strengthen the relationship with customers.

Budagova O.E.
Reshetilova T., research supervisor
National Mining University

ADVERTISING CAMPAIGNS IN THE ADVERTISING SERVICES MARKET

The modern market of consumer goods and services is full of the proposal, that's why the producers of goods and services take much care of their own competitiveness. The introduction of new production technologies, strengthening of quality control, automated inventory of fixed assets and the huge appropriations promotions are important measures taken to maintain the level of sales at a high level.

Increasing day by day competition is placing new demands on the ways and methods of attracting customers, forcing advertising agencies to create increasingly sophisticated methods of advertising campaigns. The time of the high efficiency of direct and aggressive advertising passed and the consumer virtually stopped paying attention on it. Moreover, nowadays we can consider the increasing of the "advertising noise" instead of stimulating demand for the advertised product, which increasingly is rejected by customers.

Thus and so, the new methods of promoting products and services from the producer to the end user, the customer or consumer services has an increasing popularity in the Ukrainian market of advertising services. One of these methods is the BTL (that means Below The Line).

The method improves the image of the manufacturer and generally increases sales. As a rule, any solid BTL-agency has in its arsenal the standard list of services, such as the different ways that stimulate sales through the revitalization of trade networks (so-called trade promotion), holding shares directly to stimulate the consumer (consumer promotion), as well as merchandising.

The distribution of business cards, flyers, samples of test product or a product, wine, various exhibitions and demonstrations are promotional tools which are widespread among the residents of large cities and used to stimulate consumers. In the stock the buyer is gifted for purchase or offered to exchange for the competitor's similar product. All these ways of promoting in addition to solving the basic

problems of the advertising campaign, and provide more added value - the consumer, without knowing it, becomes an agent for the further promotion of goods or services by transmitting information to their relatives, friends and colleagues.

The competent execution of retail space and a good location are good effective method for increasing sales. It is important to have an appropriate product on the shelves and in the warehouse. Well-timed delivery of inventory for the verification of a stock of goods, training, shop and study range are the part of the overall effort to promote goods to the consumer.

The programs to increase staff motivation in retailers, which includes various bonus systems and competitions and the competition between outlets have a great effect. There are also such BTL-services as a front or a secret customer. Agency workers under the guise of general consumer visits a store, consult the dealer or shop. The retail space and the overall level of motivation are based on the findings.

Many agencies offer the staff for exhibitions and demonstrations for their clients in addition to these services. Models, musicians, various puppets leading animators, consultants make the list of occupations that can be very broad, depending on the level of the agency. Sales outlet can be audited and inventoried on request for analysis and adjustments carried promotions.

Generally, advertising in the global process is always innovation and fresh ideas that form the tastes in the society, no less than film or television.

Bukhtiyarova M.
Shynkarenko N., research supervisor
Shvets O., language adviser
National Mining University

ADVERTISING AND ITS IMPACT ON SOCIETY

Every time when people switch on the television, they see some products being pushed on people with some assurance. This is called advertising. Your mind is being sold to these advertisers. Advertising is the promotion of product or services, which gives companies a way to expose their products to people and hence maximize their sales. Without advertising no single farm or company can grow in this world of competition.

Advertising is the mostly debated topic nowadays. Like every other thing it has also some positive as well negative points. It has some positive aspects of social and economic impact on society as well as negative ones. Advertising a public welfare program has a positive social impact whereas exposing a woman in an advertisement has a negative impact on society.

Advertising is a mass marketing technique. Assorted techniques are used for advertising which persuades the consumers that why they need the product which is being advertised. They focus more on benefits, which consumer will get from that product, rather than the product itself. Through advertising, products can be known to public easily. They can decide which product they need and why. This leads to consumption increase and as a result it also increases the demand of the product.