THE MAIN TYPES OF ADVERTISING ACTIVITIES

15.1. Commercial advertising

Commercial advertising is a particular type of advertising that has the opposite effect and provides consumer goods for the purpose of profit. Commercial advertising is used to promote the sale of a new product or a product with declining demand. As an object of this type of advertising, services, intellectual property, real estate, mass cultural events and, in general, all products that need to be sold can be served.

Commercial advertising is the most effective method designed to strengthen the relationship between market participants, which in turn drives the market out of stagnation, having a positive effect on turnover. Focusing on the developed country, it can be seen that they are targeted because they serve to produce different categories of goods and to provide services to the masses.This direction depends entirely on the demand for the product, which is enhanced by the influence of an external factor. Thus, it can be said that commercial advertising is a tool aimed not only at benefiting the company, but also at improving the economic situation in the presence of many competitors in the industry.

One of the most important criteria for the classification of commercial advertising is the type of advertiser, the initiator of communication. There are the following types of such advertising:

advertising given on behalf of the manufacturer;

advertising on behalf of resellers;

According to the nature of the subject of advertising, commercial advertising is divided into the following types:

branded;

institutional (corporative);

cooperative.

Branded advertising is designed to promote a specific communicator. Its purpose is to achieve the marketing goals of a particular company.

Corporate advertising is carried out on behalf of several advertisers, united by industrial interests.

15.2. Types of commercial advertising

Depending on the type of target audience of commercial advertising, the following are distinguished:

1. Advertising for the business sector (business-to-Business, B-to-B) is advertising for consumers of industrial goods who use advertised goods as raw materials and components. It is also intended for trading and other types of intermediaries, etc.

2. Advertising for Individual consumers and households (from business to consumer).

The strategic marketing goal of an advertising company allows you to distinguish the following types of advertising:

demand-forming;

sales incentive;

facilitate the placement and resettlement of goods and perform other work .

Setting a goal in advertising companies in connection with the vital cycle of a particular product formed the basis of the concept of "advertising turnover". It constantly combines the following types of advertising:

introducing;

affirmative;

reminiscent.

Therefore, advertising should remind you of the most important aspect of each item. At the same time, commercial advertising must meet a number of requirements .

- it is important that advertising is intended for a specific purpose, for certain categories of buyers

- it is important that the brand being advertised meets the market requirements and embodies the demand of buyers;

- advertising must meet not only the requirements of the law, but also the requirements of the moral and aesthetic norm;

- advertising can be truthful, it can provide accurate information about the goods and services being promoted by darkor;

- it is necessary that the advertised goods are not misinformed about the goods in competition;

- it is necessary that advertising meets the needs of seasonal demand, therefore, advertising must be carried out constantly and regularly.

In market conditions, commercial advertising is aimed at educating the taste of buyers, growing demand and at the same time actively forming their need for goods. This leads to an improvement in population consumption. The positive effect achieved, in turn, creates conditions for the further development of the production of consumer goods.

In the period of market relations, commercial advertising should provide assistance to buyers in informing them of the most rational ways of consuming goods. This function of advertising does not represent a new attitude towards the consumer, care about the population, about its needs and health, but also has an important economic significance. Because it creates conditions for the more rational use of material goods, for the consumption of products, consequently, for the satisfaction of the needs of the population.

The ideality of commercial advertising comes from its original essence. In practice, the means of commercial advertising should correspond to the policies that the government is conducting in the field of improving the material well-being and cultural level of the people. Advertising as well as some of its tools show its educational value by instructing consumers about improving household living conditions, proper nutrition, the efficient use of free time.

Validity is the most important sign of commercial advertising, which means that real information is provided about goods, their quality, characteristics and advantages.

Accuracy-reliable proof-is expressed in proofs and promotional tool entries, the number and data cited. Adhering to these principles in advertising graphics will help to eliminate unjustified formalism and the use of incomprehensible methods to the general public of buyers.

High-quality commercial advertising is the most expensive type of advertising medium. Television advertising is more common in the United States, the United Kingdom, and Japan. In the accent part of developed countries, television advertising costs account for 10% of total advertising costs, ranking third among all advertising media. There are a lot of types of advertising shown on television. Among the most common types of advertising can be included: advertising messages, commercial advertising shows, funded shows, reportages, diapositive or diaphilms.

Today, commercial advertising undoubtedly dominates non-commercial advertising. This applies to almost all comparison parameters: advertising budgets, advertising airtime volume, media used, etc.

15.3. Organization of advertising in retail

Several advertising tools can be used in department stores.

According to its location, advertising tools are divided into internal and external tools.

Domestic advertising tools are mainly used in the system of trade organizations and enterprises.

External advertising tools, on the other hand, do not belong directly to them, except in the system of retail, wholesale organizations and enterprises. These advertising tools, in turn, are brought to their attention for the mass of consumers of the system of retail and wholesale organizations, enterprises, as well as the total population (consumers).

Showcases placed on the retail store window, inside and outside the store are advertisements for goods “display — showcase-exhibit” in the store itself. In retail stores, too, the showcases are placed on the front of the store building, divided into

types, depending on the equipment aspect, the methods of equipping its technical means, the place of placement.

Showcase-types of exhibition advertising

Technical means of equipment

Equipment methods

Features of equipment

Depending on the place of placement

Basically, internal-external advertising tools are used in trade organizations and enterprises. As we know, the means of advertising that are used inside department stores - are called internal advertising tools. Spreading the goods inside the store is a way of placing it in order to show it in the most convenient way in the trading area.

The methods of spreading the goods inside the store are different.

Including:

placement of goods in the workplace according to groups, types, varieties;

taking into account which brand is optimal to put next to;

juxtaposing similar goods and interchangeable goods;

such as paying attention to the full use of the capacity of the trading equipment.

Retail stores in the districts also widely use these types of advertising. For example, yarn fabrics - chit, surp, underwear, satin, shirtbop, top dressing, teak, towels, handkerchiefs-are desirable to be placed close by.

In retail furniture stores, depending on the possibility, the furniture is placed in the position of a headset or furnished in accordance with the interiors of the rooms (kitchen, bedroom, hearth).

Showcase-exhibition advertising is the display cases placed on the window, inside and outside the store, showing goods in the store itself.

It is better to place the showcases in the front of the store building. They are divided into varieties, depending on the brand, the nature of the equipment; technical means of equipping; methods of equipping, the place of placement.

Depending on the equipment, showcases can be Goods put, goods described and themed.

The goods themselves are put in the goods showcase. The structure of such a showcase is not complicated. They are installed in narrower stores with small windows. In showcases depicting a commodity, advertising media are also placed next to the commodity, using pictorial elements that exaggerate its best properties. Such showcases will be interesting and impressive. They can be equipped both in large stores and in narrower stores.

In-store sales advertising tools. Spreading the goods inside the store is a way to place it in order to show it in the most convenient way at the workplace in the shopping area. The methods of spreading the goods inside the store are different. But when spreading them, the following procedures must be followed:

goods are placed in the workplace according to groups, types, varieties;

which brand is optimal to put next to it is taken into account;

similar goods and interchangeable goods are placed side by side;

attention is paid to the full use of the capacity of the trading equipment.

In dynamically built showcases, as well as in shopping areas, it is mainly used to display ready-made goods, dairy juices. In terms of decoration, complex showcases have several types of dynamic devices that ensure the movement of objects.

The appearance of the goods placed in the Showcase should be without defects. The use of defective mannequins, whose arms, legs, head are not in a natural position, cannot be avoided.

Pictorial illuminated advertising. There are two types of pictorial advertising: in-store and out-of-store ads that differ from each other. In the store, indicators, administrative stands, preyscurants, announcements, various types of pictures are used. Indicators will help buyers to find what they need in the store. Price indicators indicate the list, price of the main goods in trade. They can be placed on the counter or hung on the wall.

Announcements inform customers of the store's working hours, weekends. Ads hang in the shopping area in such a way that it looks good on buyers. Image advertising tools outside the store include hanging pictures, indicators on the roads, tools written on the carport. Since ancient times, it has been a tradition to hang special stamps on shops and other places of trade and service.

15.4. Organization of marketing activities in wholesale

Features of advertising in wholesale. Advertising in wholesale, unlike retail, is aimed not only at the public, but also at wholesale buyers. In this regard, the work on the promotion of goods and services by the wholesale bases (enterprises) of the Consumer Cooperative is carried out in two directions:

- advertising aimed at the population, as well as at farmers, farmers, employees of Joint-Stock Companies and other collective buyers;

- to wholesale buyers (shops, companies, associations, consumer societies, etc.) focused advertising.

Advertising aimed at the public and retail buyers encourages the public to evoke or strengthen the population's demand for certain goods and, through this, the public purchase of these goods in the wholesale stores of retail organizations and enterprises. Advertising intended for the population directly helps buyers to form demand for certain products, informing about the emergence of new products, their advantages. As a result, the volume of purchases of goods by retail organizations and enterprises is increased.

Wholesale centers use advertising in the press (local, regional, Republican) as an advertising tool aimed at the population and collective buyers. Radio centers, shows of Central, Local broadcasting and shops are organized advertising through films and television, providing information about the release and entry into sales of new types of goods. Also included are advertising posters, flyers and notes on the advantages of individual products, their use and methods of preservation.

Advertising aimed at wholesale buyers is designed to regularly inform trade organizations and enterprises about the assortment of existing or new types of goods, changes in prices, conditions and methods of wholesale sales, the

characteristics and quality of certain types of products. Advertising and media aimed at wholesale buyers include advertising-information letters and newsletters, prospectuses, catalogs, albums, samples of shipped products, advertisements in special (departmental) press, advertising in product sample halls, etc. The newsletters also contain information about upcoming new Goods, their characteristics, delivery process, prices and terms of sale.

Unlike promotional letters, newsletters are regularly sent to retailers. Catalogs include individual or group photos of products, a brief description of them, in addition to a systematized list of products. The prospectuses will show a detailed description of (usually technically complex) goods of a particular type, their constructive features, device diagrams, quality characteristics and methods of operation. Prospectuses are published by industrial or wholesale associations.

Retail uses information that is slightly different from the information received. If in retail this information is obtained directly from the consumer and buyer, in wholesale it is, as a rule, secondary information (statistical reporting kits, budget statistics materials, office-owned materials, industrial materials, etc.k.). Therefore, marketing activities in wholesale are carried out taking into account its specific characteristics.

Brief conclusions.

Commercial advertising is used to promote the sale of new products or goods in which demand is declining. This is the most effective method of advertising, which in turn leads the market out of stagnation with a positive effect on turnover.

In market conditions, commercial advertising is aimed at educating the taste of buyers, growing demand and actively shaping the need for goods. Today, commercial advertising is undoubtedly dominant over non-commercial advertising. It is relevant to almost all comparison parameters, that is, advertising budgets, advertising airtime volume, used media are used, advertising aimed at public and retail buyers is aimed at evoking or strengthening the population's demand for certain goods, thereby encouraging the mass purchase of these goods.