

FEATURES OF MASS MEDIA USAGE IN ADVERTISEMENT ACTIVITY OF THE ENTERPRISE

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Mediaplanning essence and its basic tasks are considered. The stages of advertisement placing appeal are certain in Mass Media. Indexes are specified, that must be taken into account at the choice of optimal placing chart of the advertisement report. The most widespread placing graphic charts of the advertisement appeal are distinguished.

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I. Introduction. The correct choice of the most effective transmission facilities of advertisement turnover appeal determines the success of all advertisement communication. The faithful decision of this problem depends of what the amount of potential consumers will be attained with a signa how strong will be its operating on them, what sum will be expended in an advertisement and how effective will be these charges. It is very important for an advertiser that the money expended in placing of his advertisement give him a maximal return. The problem of optimal choice for a concrete advertisement campaign mediachannels and mediatransmitters acquires the special actuality in the conditions of economic crisis when even the powerful advertisers search carefully the ways of minimization of charges on advertising.

II. Formulation of the problem. The problems of effective mass media choice are determined by a plenty of of home and foreign scientists researches especially by D. Aaker, F. Kotler, T. Lukyanets, D. Mayers, T.

Prymak, Ye. Romata, P. Smit and others who specifies on this problem. However, some questions of forming much expense of advertisement campaigns, taking into account a world economic crisis are exposed not enough. In particular, for today the debatable enough is remained the problem of channels choice of advertisement information distribution and development of advancement effective complex taking into account a limit financing of marketing measures that stipulated the authors' choice of this direction of the research.

III. Results. The inalienable constituent of advertisement campaign is a process of advertisement appeal development. A report will begin to “work”, only reaching to the addressee. The process of system forming of the delivery channels of the advertisement reports to the addressees of advertisement communication and got the name of mediaplanning. Its basic task is the optimization of placing chart of selling aids, based on objective indexes.

A mediaplanning process is begun with determination of advertisement aims, target audience, necessary amount of advertisement contacts and envisages making decision in two levels: the choice of mediachannel and the choice of mediatransmitter. The main tasks of mediaplanning are:

1. Determination of such placing chart of selling aids, that necessary (plan) index of scope of target audience and distribution of frequency of advertisement transmitters' display would be arrived. On such conditions advertisement campaign budget allows to attain the pre-arranged indexes. Therefore in practice such task meets enough rarely.

2. An opposite task is determination of placing chart of selling aids, within the limits of the set budget the maximally possible indexes of target scope audience are arrived with frequency of display near to optimal. Such task in practice more typical, though does not have an absolutely correct decision [2, p. 209].

Researches showed that mediaplanning process can be conditionally divided into few stages. On the first stage marketing and advertisement activity of advertiser purposes are determined and formulated. Find out a

special purpose segment of marketing activity and a special purpose audience an advertisement appeal is appointed. On the second stage is made decision about the audience scope and about the necessary amount of advertisement contacts. On the third stage comparative analysis and direct choice of mediachannels and mediatransmitters and also develop the placing chart are conduct.

For the sake of determination of the most optimal placing chart of advertisement appeal expect and analyse such indexes as a scope, frequency of contact with a target audience, on the basis of index of GRP expect (sum of rating points) and others like that. Success of advertisement campaign depends not only on the above-mentioned indexes but also from the advertisement appeal image of transmitter. Researches testify that information in newspapers is perceived as most reliable, but television advertisement is considered annoying and uncollable. Consider that placing advertisement appeal costs wherein most potential customers are concentrated. In addition, on different markets noticeable regional differences are in tastes, advantages and potential possibilities of production distribution. Newspapers, television and the wireless stations can provide the scope of both certain locality, separate regions and entire country. The local and regional advertisers limit to the choice the of advertisement transmitters that expand the National advertisers stop their choice mainly on national facilities of advertisement, as they embrace the geographical zones of sale firm's activity. Providing additional scope such advertisers can use the local and regional transmitters of advertisement [4, c.18-29].

The optimal choice envisages the least rates on advertisement in a calculation on 1000 persons of target audience; achievement of optimal scope combination and frequency of advertisement influence. The index of scope frequency also depends on new commodities, brands, firms, or already known. We mark that this systematization is conditional enough and does not have hard limits.

Solving the question of choice of product promoting time it is consider by seasons, months, weeks, days, hours, minutes and seconds. Periodicity of the printed editions printing (dailies, weeklies, monthlies and every quarter magazines) and specific classification of sentinel segments on television and radio allow the advertisers to choose such time, when their appeals will be perceived better by readers, listeners or audience. Therefore advertisement appeal placing is necessary taking into account the "mode of day" of ordinary citizens or separate groups that an advertiser (drivers of taxi or busses who come home after work; audience of new at midnight producing; audience of the Saturday and Sunday sport programs and others like that). In relation to the terms of advertisement campaign realization they are closely connected with the terms of products updating, so, abroad the term of updating commodities of mass demand does not exceed two years, and commodities of the industrial setting is four-five years. It is necessary to take into account the determination of realization terms of advertisement campaign corresponding time on its preparation and time for the results analysis.

The choice of advertisement appeal transmitters has concrete character as it is, actually, and is end-point (except control) of advertisement campaign decision realization. On this stage it is desirable to take into account such recommendations: depending on marketing and aims of advertisement campaign purposes it is necessary to be oriented or on the small audience of permanent clients (have the intensive influence on them), or on the maximally large audience of clients (have one, twice - or triple influence on them); pressing of advertisement must be dosed, to provide the greatest coefficient its useful effect; it is important that a plan of advertisement appeal show was not too obtrusive reiteration of the same advertisement appeals (they can be modernized for maintenance of general theme or "drama"), however advertisement appeals must be remoted one from other by large time intervals.

The basic criteria of mediachannel selection are: maximal scope of target audience; accordance to the channel aims of advertisement campaign;

correlation of charges (effect of advertisement); channel availability; presence of alternative channels. The basic criteria of mediatransmitter selection are: rating of transmitter (rating) is the part of target audience, exhibited by a transmitter, that was in a contact with it; transmitter audience is the same, that and rating, but more often is used in relation to the printed editions; sum of rating points – GRP (Gross Rating Points) is an evaluation index of placing chart, that is determined as a sum of rating products of all transmitters on the amount of their including. Rating points can be summarized after different mediachannels [6, p. 157-159].

Thus, mediaplanning process is divided into three stages, that can decide questions in the relation to the aim of advertisement campaign creation, scope of audience and necessary amount of advertisement contacts and choice of mediachannels and mediatransmitters of advertisement turnover. A chart is also developed. The correctly chosen transmitter of report provides not only the widest acquaintance of audience with information but also assists success of advertisement campaign.

Among criteria that can be used for an analysis and choice of optimal facilities of advertisement distribution, we can distinguish such criteria: absence of hard limitations for a sender on the use of different facilities; accordance of turnover means to descriptions of target audience; accordance of mediachannel descriptions to the features of promoted product; providing of accordance of advertisement turnover form and means of its transmission; requirements are in relation to the terms of transmission of appeal and corresponding reaction of audience.

During the analysis of information facilities efficiency we can see that some Mass Media look attractively, as each of them owns positive properties for our commodity advertisement. Therefore consider the most optimal strategy of different information facilities combination. The reasons of such combination are follow: necessity to carry the advertisement to those people who were not overcome only by one means of information; providing the additional repeated advertisement presence by means of cheaper optimal

scope after the first means of advertisement was provided; the use of some internal possibilities of Mass Media is for expansion of advertisement campaign efficiency creative (for example, music on radio or long text in the printed means of advertisement); suggestion together with the adverts of special coupons in printed Mass Media.

According to the placing chart choice of advertisement appeal one of the most effective counts are follow:

- a method of “profile coincidence” that envisages of advertisement chart crushing as tear-sheets were given to attention of every segment of audience proportionally to the value of this segment in relation to other;

- a method “the greatest test principle”, that consists of different market segments in working. For the use of the marked method at first work with Mass-Media, that provide the greatest return of the capital and then use other Mass-Media only if the first is become ineffective. This method is one of comfortable if the aim of advertisement campaign is a maximal scope of potential consumers. When efficiency of one means of information becomes below than potential level of other means efficiency, it is necessary to change the chosen means of information earlier or to connect new one.

A market analysis is preceded the process of advertisement campaign planning, in fact that is more known about it, then higher is probability that the choice of advertisement means will be successful. The data about selected market must include its size, locations and geographical profile, and also dominant age, level of education, profession, income and religion of audience. It is also necessary to take into account such phyco-graphical descriptions, as lifestyle, personal internalss and main tendencies in attitude toward the advertisement, and also behavior description.

IV. Conclusion. The final stage at determination of one or other means of advertisement is the analysis of profitability of each of them. A marketer must determine all these criteria it is needed to take into account that measure the audience of this means of information coincides with the set audience; how every means of information reply to the aims and strategy of

campaign; how high every means of information are used from the point of view of attention, motivation and advertisement presence. After that they make decision in relation to the necessity of advertisement in purchase competitiveness media bearer.

Thus, it was set by researches, that without Mass Media it will be very difficult for the person to orientate in the society: in politics, culture, science, entertainments and in many other spheres. Therefore an advertiser, electing the medium of communication with the aim of advertisement appeal placing in it must pay attention that it was popular among target audience, overcame the audience and spread with the best method. Thus, for increasing of advertisement appeal efficiency to the advertisers it costs to use much Mass-Media.

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