

Soloviova Yu. Ye., PhD in Social Communications,  
National University of Food Technologies  
Kyiv, Ukraine

## TEASER ADVERTISING AS AN INSTRUMENT OF MARKETING COMMUNICATIONS: OVERVIEW

The modern market of communicative services requires its participants to be highly competitive in order to achieve their predicted results. Specialists in the field of advertising and marketing use various and, at the same time, the most effective types of advertising to present a particular product or service and provide them with the broadest target audience, and therefore, with the highest profit. One of the kinds of such advertising, which appeared in the early 20<sup>th</sup> century in the USA, and which in Ukraine spread in 1990's is teaser advertising. As is known, its aim is to surprise, intrigue at the first stage of an advertising campaign and not to make the audience bored, not to kill the intrigue, and therefore, not to be disappointing at the final stage. Since the creative component of teaser advertising over time only increases, then it will be relevant to study the specificity of its impact on the target audience now.

The structure, features and principles of teaser usage have already been the subject of the study for such researchers as D. Aaker, T. Ambler, I. Haranina, T. Dibrova, D. Ogilvy, L. Percy, J. Rossiter, etc.

*The aim of our study* is to consider the conceptual features of advertising campaigns with the usage of a teaser. It is also important to emphasize the consideration of unsuccessful teaser messages as one of the components of modern provocative marketing.

In order to attract and retain the company's clients in modern conditions, both traditional marketing strategies and digital marketing tools are used. One of them is a teaser – an advertising message with a successful combination of some text and image, or video material. The recipient is intrigued, but he does not received all the information, so he is forced to find it. This type of advertising is oriented to the natural curiosity of people.

Thus, "the teaser campaign is the creation of advertising messages series (of various formats) with intriguing content, which does not reveal the name or content of the brand, and their placement in media. When the interest of the target market reaches the required level of "warming up", the second part of the campaign, called revelation, begins (Eng., 'revelation' – a discovery, a puzzle). Revelation is the main part of an advertising campaign or promotion, which reveals the content of previous messages and gives the consumer key attributes

and brand values" [1].

Teaser advertising can be used at all stages of brand development. However, the experience of Western colleagues shows that it is the most effective to use teasers while launching a product when audience is not aware of what it is talked about. According to the appearance time of explanatory part, as a rule, two types of teaser campaign are distinguished. The first presupposes the release of revelation a few weeks after a teaser. The second one (often as an instrument of digital marketing in online environment) means that a teaser and its revelation are launched in one day.

During launch of such promotional message, there is a number of principles that need to be followed for success in teaser campaign. First, when creating a teaser, you need to take into account verbal and visual components of the message. Very often success is preconditioned by an unusual picture that one wants to interpret. It "hooks" a recipient, and he becomes the object of manipulation. A teaser must be created with a creative approach – it will increase interest of society and will allow every consumer to interpret advertising as much as he is allowed by his own imagination. If the puzzle is weak, there will not be any fever and interactivity, a user will not click a link or will not wait for an answer. Secondly, advertising media are important in such an advertising campaign. Since the main goal of a campaign is to reach a large part of its target audience, carriers can be represented by outdoor advertising, television and, of course, online environment. Press, radio and print ads are not effective in teaser advertising placing. Thirdly, it is necessary to determine correctly the duration of the first stage of a teaser campaign. This very fine limit needs to be calculated so that the message is still relevant and not forgotten. In addition, the last principle of teaser campaign success is appearance of revelation. It should be timely, creative, not to cause a sense of frustration in target audience, which should not feel deceived.

The usage of teaser is not yet a guarantee of advertising campaign success, despite the fact that provoking curiosity among consumers is considered a common mean of attention attraction. For a teaser campaign it is very important to have a semantic connection between a "mystery" and its interpretation. The message should impress with its creativity, distinguish a brand among competitors with basics on its originality, rather than kill with its absurdity. Also, an associative chain, a mystery encoded in a teaser, is very important. There are examples of failures when the information campaign was in the hands of competitors. So, the Dodge auto maker made a mistake in

developing a teaser in 1998: the white background of posters and the red "Different" label were already used in the campaign, which promoted Apple. The slogan was different ("Think different"), however, the audience was convinced that the new teaser campaign also advertised iMac. Lack of connection between components of an advertising message can also lead to misunderstandings and affect a level of sales negatively. Another common mistake during a teaser campaign is the non-following of time intervals. For example, in 2002 in several US cities there were posters with a text "Mugwump" ("Boss") on a black background. A few months later, the restaurants with the same name opened there, but consumers no longer remembered the teaser.

As an example of an unsuccessful Ukrainian teaser, we consider the advertising samples that accompanied the All-Ukrainian educational and information campaign "HIV is invisible, take the test – save life", presented by the charitable organization "All-Ukrainian Network of People Living with HIV / AIDS" and the International Charitable Fund "Public Health Alliance" in 2017 [2]. The advertisement contained a large appetizing burger and an electric saw blade in the middle of it on a black background, and the slogan emphasized: "When you do not know about it ...". This advertisement was placed on external media in the largest cities of Ukraine and on the internet. For a long time, many people did not understand the purpose of appeal, some thought it was an anti-advertisement for fast food or whatever, but certainly not a problem of HIV infection. Later, an explanation of this social advertisement appeared on the internet. But why a burger with a saw in the middle should be associated with HIV, it is still unclear.

Teaser advertising is a good tool for brand promotion on the market, but a teaser and its revelation should be harmoniously interconnected and associated with an advertised product.

Besides offline environment, teaser advertising as an element of informing and stimulating a target audience has also taken over the internet. Usually, it has a form of ad units (banners), which are a combination of attractive images (rarely video material) and text that captures the attention of an audience. The skill of marketers includes the ability to create hype, attract consumers to a website, increase traffic, make people to follow a link, contribute to brand promotion on the market, etc. The advantages of using online advertising content are its flexibility, profitability, targeting, many networks for placement, relatively low costs. Due to its size, teasers have

numerous versatile formats for embedding into a website, which provides them with a convenient location on a web pages. Also, this type of advertising manages to circumvent certain blocking systems on the internet. Teaser exchange networks with possible adjustment of various parameters allow thematic differentiation of a message and present it to relevant segment of target audience [3].

In general, teaser advertising is most commonly used for introduction of a new brand or a product on the market. Also, a teaser is warranted during re-branding when it is used as a tool for brand formation. It is important that a consumer receives information not only about change in corporate style elements, but also about change of the strategy, and philosophy. Teaser is often focused on young people, because they are interested in everything provocative, unusual, original, with a shocking subtext. At the same time, high-quality teaser advertising can attract attention of different age groups and become an object of their perception.

So, despite the existence of various offline and online types of promotional messages, teaser advertising as a kind of psychological impact on consumer audience has found its niche in the market of marketing technologies. Discussions about the effectiveness of teaser usage and evaluation of its competitive opportunities, for example, in comparison with contextual advertising, last for a long time. As the main argument against teaser advertising, experts name consumers' astonishment, which can grow into negative emotions (in the case of unclear idea). However, under the conditions of uniqueness and creativity of a teaser, of harmonious combination of information message parts, well-chosen methods of influencing for a specific segment of target audience and clearly counted duration of an advertising campaign, teaser advertising can impress, provoke and hold the attention of consumers till the final stage, and, therefore, fulfill the assigned functions – to stimulate interest in a brand and make a profit. At the same time, one should not forget that the supersaturation of communicative environment with low-quality samples of this type of advertising and lack of professionalism in its development can easily spoil the reputation of a brand and reduce a teasing campaign to nothing.

### **Literature**

1. Haranina I. Features of teaser using in an advertising campaign [Electronic resource] / I. Haranina, T. Dibrova // Actual Problems of Economy and Management: Collection of Young Scientists' Papers. – STU "KPI". – 2012. – Issue 6. – Access:

<http://ela.kpi.ua/handle/123456789/12364>

2. The All-Ukrainian educational and information campaign "HIV is invisible, take the test – save life" started [Electronic resource]. – Access: <http://network.org.ua/2017/12/04/startuvala-vseukrayinska-osvitno-informatsijna-kampaniya-vil-nevydymyj-projdy-test-vryatuj-zhyttya/>

Tsoi M. Evaluation of teaser advertising effectiveness / M. Tsoi, V. Shchekoldin // Practical Marketing. – 2016. – #7 (233). – P