

partners and customers ensure favorable feedback.

Advertising souvenirs can be classified in the following way:

Company-identity souvenirs. These products (pendants, badges, lighters, pens, ashtrays, hats, sport shirts, bags etc.) are decorated with corporate symbols, trademarks, address and postal details.

Off-the-shelf souvenirs. These products are styled and decorated with company's symbols or trademark, and can have engravings or corporate stickers.

Gifts. As a rule, these souvenirs are produced by famous manufacturers, made of precious and semi-precious stones, natural materials. Corporate logotypes are almost unnoticeable if any at all.

Corporate packing. These products are reminders of the company; create good impression and favor better assessment of the product and the company-producer. Packing can include plastic bags, corporate packing paper, boxes for gifts and souvenirs, folders, packing tape etc.

Souvenirs are used for:

- promoting orders. These types of souvenirs are intended for covering a great number of potential consumers, facilitate trade mark recognition and increase customer loyalty. This type of souvenirs are necessary at product presentations, exhibitions etc.

- customer loyalty programs. Unlike promotion ones business souvenirs are targeted at regular customers and partners on the occasion of holidays, anniversaries, other memorable dates. The range of this type of souvenirs is rather great, so it is advisable to be creative and not to repeat. These souvenirs are intended for reminding of the company; they display respect, good intentions, interest in contacts, goodwill.

- VIP clients. VIP souvenirs require careful selection and awareness of the client's preferences. They are presented during business meetings of top management on the occasion of contract signing, anniversaries etc. However, it is quite difficult to surprise people of this level, so the more unnecessary (original) the souvenir is the more appreciated it is.

The main advantage of advertising of this type is that the owner of the advertising souvenir can often see the company's logo and, consequently, it will contribute to the company's recognition customer's loyalty.

The main disadvantage of advertising souvenirs is their high production costs, necessity of a wide range of souvenirs for every social group or even an individual.

Advertising souvenirs testifies to the advertiser's solidity and are an efficient tool of promoting the company-producer.

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THE PUBLICITY TOOLS

Key words: publicity tools, press releases, press kits, press conferences, motivating letters, video releases, media tours.

Publicity is non-subjective activities, implying promotion, creation of a person, organization and/or product awareness through dissemination of information or promotional material in the media.

To implement each of the goals, the following tools should be used:

- press releases,
- press kits,
- press conferences,
- motivating letters,
- video releases
- media tours, etc.

A press release is a basic tool for informing the media about important events that have occurred in an organization and are interesting for the public and/or target audience, or it is necessary to draw the public attention to them. When writing a press release it is required to comply with the traditional standard 5W (it should contain answers to the questions beginning with who, what, why, when, where and how). Press releases are disseminated among journalists at briefings and press conferences, or can be delivered by various means of communication: a company courier, a local delivery service, mail, fax, e-mail, etc.

A press kit is a tool reflecting the corporate image of a company. Its main components are: press releases, photos and newsletters. Additional components (lists of special guests, interviews with main actors, programs of events, relevant publications on the subject, press statements) should be selected considering the press kit recipients and press kit objectives.

For presenting press kits folders with adjustable parts (a standard press kit is a double folder containing the latest information, usually a current or recent press release) or the company's web-sites with the latest press release in the appropriate section of a website. It is important that the structure and manner of submission of the material support the company's desired image and contribute to perception of the information.

The press conference, i.e. the meeting with invited journalists where a company's spokesman makes an official statement, is one of the riskiest instruments of publicity as the media can treat this statement as contradicting the reality. To avoid questions to which the company is not willing to answer, they can release a compilation of reference material and basic information beforehand.

A media tour is a press conference "on the road". The company's traveling spokesman makes statements and holds press conferences to explain the efforts to promote their product.

Motivating letters are sensation ideas that are stories arousing people's interest than cause human interest rather than just informational messages and should be "sold" by editors. Companies use this tool to represent interesting research results, descriptions of their employees or corporate events.

Video releases are particularly useful publicity tools as they allow the target audience to consider the message as both an advertisement, and part of a report. Video releases contain videos that can be used during television news.

It may be noted that the publicity - as a form of mass communication aimed at achieving popularity of a company, a person, an event etc. through the media – is an important element of the marketing activities of any modern company seeking development.

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FRANCHISING – A COMBINATION OF "BIG" AND "SMALL" BUSINESS

Key words: franchising, business

Franchising - is a business organization under which the company (franchisor) passes a particular person or company (franchisee) the right to sell products and services of the company. Franchisee agrees to sell the product or service on pre-defined laws and regulations of doing business, establishing the franchisor. In exchange for the implementation of these rules franchisee obtains permission to use the name of the company, its reputation (goodwill), product and services, marketing, technology, expertise and support mechanisms. To obtain such rights, the franchisee makes an initial contribution to the franchisor and then pays a monthly premium. This kind of lease, because franchisees never becomes full owner of the trade mark, but only the right to use the trademark on the period of payment of monthly premiums. Being subject of discussion, the amounts of these contributions negotiated a franchise agreement. Franchise package (complete system of business transferred to franchisees) allows the corresponding businessman to run their business successfully even without previous experience, knowledge or training in this area.

Opening its business on the franchise system – a multiple reduction of investment risks by using well-known brand and repeatedly tested and well-established technology business. And the money, that the businessman pays for the right to use the brand and technology, by orders of magnitude less than the amount required for the creation and development of business "from scratch".

And if we consider the main advantages of this form of business, we can distinguish the following examples:

- 1) Raising capital;
- 2) Speed of development;
- 3) Labour Resource;
- 4) Ease of Management/

The disadvantages of franchising system are:

- 1) Every man for himself;
- 2) Planning Incorrectness;
- 3) Quality control/

In this way, we can say that the franchise – a combination of "big" and "small" business. This connection was called union, which on one hand is the energy and