

able 1

	The results of 2015, mln UAH	The forecast, in 2016, mln UAH, in December 2015	Percentage change 2016 to 2015, forecast in December 2015	The forecast, in 2016, mln UAH, July 2016	Percentage change 2016 to 2015, forecast in July 2016
TV advertising, all	4164	4811	16%	5263	26%
Press just	1320	1 248	- 5.5%	1 248	- 5.5%
Radio advertising, all	304	333	9%	387	27%
Outdoor advertising (OOH Advertising), all	952	1045	10%	1215	28%
Advertising in cinemas	24	26	10%	26	10%
Internet advertising	2355	2745	17%	2855	21%
<b>TOTAL MEDIA MARKET</b>	<b>9119</b>	<b>10208</b>	<b>12%</b>	<b>10994</b>	<b>20.6%</b>

Summing up we can say that today the Internet - media vehicles with ever-growing and diverse audience clearly structured and internet advertising - a profitable tool.

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## **MARKETING OF DISRUPTIVE INNOVATION**

*Key words: marketing, innovation, disruptive innovation*

In today's world, innovation is an effective mean of improving the competitiveness from leading to the creation of new products and new markets to investment and reduce costs of all types. In addition, the introduction of innovative solutions creates new jobs, increases the overall level of economic development, contributes to the creation of world-renowned brands.

In accordance with international standards of innovation (innovation) is defined as the end result of creative activity, embodied in the form of new or improved

products, introduction on the market of a new or improved technological process used in practice, or a new approach to social services.

"Disruptive Innovation" - innovations that change the values of the ratio on the market. At the same time the old products become uncompetitive simply because the parameters on the basis the competition took place before the competition, are irrelevant.

"Disruptive Innovation" Model - a theory Clayton Christensen, which he first introduced in 1997, in his book «The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail» This model can be used to describe the impact of new technologies on company operation. Clayton Christensen studied the reasons because of which the largest companies, world leaders in their industry is rapidly losing their dominant position, lose their superiority, when the market launch new technologies. Everything changes at a time when the "disruptive technology" finds buyers who is willing to put up with a new product and disadvantages which need new features of this product. Having such a buyer, a new technology begins to develop, grows production volumes, there comes a point when new technology is beginning to justify its name "disruptive technology."

In cases where disruptive innovation by reducing the total production (a new segment on harnessing the resources considerably smaller segment has become irrelevant) we are talking about closing techniques.

Closing the technology leads to technological progress, which in this case undermines the existing economic system, violation of the balance of production and creates structural unemployment. From this viewpoint, the technology covering both promotes human welfare in one area and, at the same time, creates another problem.

Examples of "disruptive innovation" are the phone (replaced the telegraph), ships (replaced sailing ships), semiconductors (replaced by electronic devices), digital cameras (replaced film), electronic mail ("undermined" traditional mail).

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## **FEATURES OF ADVERTISING IN INSTAGRAM**

*Key words: marketing, marketing communications, promotion of social networks*

Instagram opened up advertising opportunities for all businesses, and it is not surprising that the use of this platform by marketers grows rapidly, - said eMarketer principal analyst Debra Aho Williamson. - Her close relationship with Facebook is a key advantage. According to Admixer, as of October 2015, Instagram 830 000 registered users from Ukraine, most of them - girls 18-35 years.

According to eMarketer research, the number of companies using Instagram in marketing, will be doubled in the coming year. In 2015 32.3% of US companies with 100+ employees will use Instagram for marketing activities, by 2017'th such is already 71%.