

clothing stores - rhythmic catchy music, preferably in the same style as selling clothing (casual wear – pop-music, street wear – hip-hop and r'n'b, official clothes – classical music, jazz or blues), in jewelry – jazz or classical music. Sports shop requires dynamic music with high tact. The choice of music for the grocery store depends on its size. If this is a supermarket for the middle class, preferably medium-slow paced music.

Popular music helps to increase throughput, not to create queues in cash departments and to improve the mood of customers. In shops for a contingent with high incomes there is another goal - to make visitors stay longer and to make buying process more comfortable. Then the music is slow and mid-tempo.

Of course, music often doesn't act so much on one's Jack. It is a specific psychological "catalyst" for other factors of influencing the consumer – product range, merchandising, interior design, lighting, aromas, etc. However, its importance should not be underestimated.

In conclusion, experts claim that sensual marketing will gain popularity in almost all business areas, but the most widely it will be used in the catering and retail trade.

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## **THE SPECIFICS OF TELEVISION ADVERTISING**

*Key words: marketing, marketing communications, television advertising*

Television advertising is one of the most effective marketing techniques, as it affects both hearing and sight. Even if the TV is running in the background, the content airing will still be remembered by human mind. Most of people find this type of marketing aggressive and intrusive.

TV advertising is divided into several types: video, audio-advertising, sponsorship, teleshopping, text and running like ads.

Each commercial is aimed at a certain target audience. Advertising your product or service on national television will be much more expensive than promoting it on regional TV channels.

With narrower target audience such channels can provide optimal coverage required for groups with certain characteristics. In addition, research suggests that the information aired by local media evokes more interest and trustworthiness in the population.

It is also important to remember that with the expansion in the number of television channels, the audience becomes more segmented. That is why your promotion is unlikely to achieve the desired effect by targeting only one channel or network.

For the advertised product to be accepted and used by the audience, it needs to be differentiated from its competition. To achieve differentiation, come up with a simple and creative slogan. If it is catchy enough to constantly be repeated, people will talk about it more, suggesting your advertising plan went successful. The cost of television advertising is considerably high. This is due to the complexity of video production and the cost of air time. It is also important to point out such thing as "prime time" - the most expensive television airing time. Prime time covers a few hours in the morning, when people are getting ready for work and in the evening from 7 PM, the time when television audience numbers reach their peak.

It is believed that the further the ad is from the beginning of the commercial block, the less people will see it. As the commercial break starts people tend to switch the channel or leave the television briefly to attend to other things. Moreover, the first ad is supposed to complement the show that you are currently watching most of the time. The effect of the commercial in the middle of the break will be negatively influenced by the other ads that come right before and after it. The most common methods of positioning the ads are placing them at the beginning and the end of the block, and finally trespassing the commercial break and positioning them in the TV show itself, which is known as sponsorship. Of course these positions immediately put a premium price. Although, in the case of the last roller, effectiveness is not proven.

The highest priced positioning is sponsorship positioning. Practice shows that the short sponsored clips affect the audience and become a certain reminder of the brand. It is quite obvious that this method of positioning is justified for sufficiently large and famous brands, but not for an ordinary advertisement. Television viewers in general relate to all advertising indifferently. The content and the quality of the advertising material directly affects the absorption of the information. Sometimes the reaction can be quite unpredictable.