

LEAFLETING IN ADVERTISING ACTIVITY

Leafleting is a kind of BTL-advertising, the main purpose of which is to inform consumers about the goods or services by distributing of printed matters. BTL-advertising incorporates promo actions, direct mail, exhibitions, POS-materials etc. Such an activity is quite effective in the cases when it is necessary:

- to announce the opening of a new store, firm, office, etc.;
- to inform consumers about new goods, products, services, etc.;
- to inform about reduction of prices and discounts;
- to hand leaflets with the telephone number, address, discount coupons over to customers;
- to draw customers' attention to certain actions.

In general leaflet distribution side by side with advertising, direct marketing and merchandising is part of BTL-advertisement and it helps to promote goods and services, to launch new trademarks on the market, to position and reposition brands, to diversify the assortment of the largest Ukrainian and foreign companies.

The distribution of the leaflets is the easiest but very effective action held as a rule not far from place selling the advertised goods. Here a promoter's main task is to hand the leaflet over to a passer-by in the way that he could not through it out within at least ten minutes on receiving it. The leaflet distribution is a part of the complex of BTL-measures, aimed at creating the positive image of the promoted product in consumers' minds, consolidating this image and getting the consumers to buy this product due to positive associations or ideas.

Leafleting allows maximum effect with minimum investments. The leaflet distribution requires less investments than TV commercials. This kind of advertising the only thing to do is to work out and create a model and then to hire promoters.

The main advantages of leafleting: variation of presenting the information and personal contact.

Leafleting is one of major methods of companies' advertisement-communication strategy. Much attention should be paid to methods of making POS-materials which are elements of BTL-advertisement promoting brands or goods in point-of-sale terminals.

Leafleting is part of a complex promoting and essential for firms that want to advertise themselves in an unusual way. It is also useful even a company is well-established and has a certain target group.

Increasing demand for goods and services is always of great importance especially if to consider that there are three stages of goods' history: birth, maturity and recession. To make use of these stages and to lose demand it is necessary to think of various promo actions, one of which is leafleting.