

**Garanina I.
T. Dibrova, research supervisor
National Technical University of Ukraine
“Kyiv Polytechnic Institute”**

THE SPECIFICITY TESTING OF ADVERTISING MESSAGE

Traditionally, purchases - the main goal of advertising. These actions allow consumers to accurately determine the economic effect (increase sales, market share, etc.) from the use of advertising. But advertising is able to draw attention to the brand, to achieve awareness of it, to form a positive attitude, motivation to re-purchase the product as well.

Test advertising is necessary at all stages, namely, development of the general concept of the campaign, the development of the concept of advertising messages, media development strategy for the campaign, determine the effectiveness of advertising campaign.

But it should be noted that a key element of advertising is the advertising message. It carries the brand positioning and products, use branding. In drawing attention of consumers plays a key role in advertising creative approaches, successful construction of text, color selection and placement of visual elements that increase interest in the brand. The formation of positive attitude of consumers to the brand effect choice of correct reasoning in the message, which confirms its competitive advantage. Behavioral effects to some extent depends on the precise definition and demonstration in a message targeted advertising audience.

Evaluation of the effectiveness of the advertising message is complicated and complex procedure. So suggest problems to analyze methods for determining the effectiveness of advertising appeals as a key element of advertising communication.

Details consider the most interesting and distribution according to the authors research methods effectiveness of advertising messages.

Advertising concept testing is used to evaluate ad theme concepts and appeals, advertising concepts, pricing, brand concepts, new product concepts and positioning strategy concepts. Companies often use advertising concept testers to help develop an approach to advertising that is effective in today's market. There are a number of important means of testing including online surveys, customer satisfaction assessments and web site evaluations.

The Zaltman metaphor elicitation technique (ZMET) is a patented market research tool. It is a technique that elicits both conscious and especially unconscious thoughts by exploring people's non-literal or metaphoric expressions. The goal of the ZMET interviews and analysis is to uncover the relevant fundamental structures that guide people's thinking about a topic. These deep

structures are unconscious, basic orienting frames of human thought that affect how people process and react to information or a stimulus. They manifest themselves in surface metaphors used in everyday language and conversation; when grouped they point to the deeper frames or structures a person is using to understand a topic (see framing). These frames can be used in a marketing context to help marketers communicate more effectively to consumers about a brand, product, or topic.

The focus group is a research technique used to collect data through group interaction on a topic determined by the researcher. Thus the Client determines the focus of the group and the data comes from the group. Essentially, it is a group experience. It comprises a small number of carefully selected people who are recruited to a group discussion based on their commonality of experience.

Basic methods for determining the effectiveness of advertising messages

Stages of testing	Methods of testing	Objective testing
Pre-testing advertising	Concept tests (test management, brainstorming, joint analysis, etc.)	Checking the concept of advertising messages: that the objectives of advertising chosen competitive position of the product that is advertised, matching the content applications (motivation) to a targeted audience
Intermediate testing	ZMET; method of paired comparisons, panel studies, free discussion	Verification options overall message and its components: title, slogan, packaging, source of the message, illustrations or video and more.
Post-testing	Interview after the show: a trial issue of the magazine, brochures, method of focus groups, a method of simulating complex	Assessment prepared promotional products with imitation of their placement in selected media

Thus, we have opinions on the procedures for determining the effectiveness of advertising messages in the process of testing. The choice of method depends on the objectives of testing. You must z'yasuvavaty that is most problematic in the development of message at every stage of advertising. You must provide interconnection tests, they should give similar results for the same items. Information should enable one to choose the most effective message.