

AMBIENT MEDIA IN ADVERTISING

Key words: ambient media, marketing communications, advertising, unconventional advertising

Ambient Media is unconventional advertising in unexpected places. It uses neighborhood objects as marketing information carriers. It is aimed at surprising people in their everyday life, setting them in positive moods and thus advertises a new product or service.

Ambient Media was first applied in Great Britain in 1990s as the advertisement that can be come across in unexpected places (in golf holes, on safety belts in a tube car, on supermarket cart handles).

Unconventional advertising is more popular in Europe than in America. Europeans are more open to innovations whereas Americans are more conservative and prefer TV commercials. This advertising is more popular with 18-24 year olds, and it should be very creative to draw older people's attention.

The key point of Ambient Media is placing the advertisements in places where the target audience does not expect them and cannot avoid them. Appealing to customers' emotions, Ambient Media generates the desire to pay attention to the product or service. In terms of physiology the following happens. The advertisement is easily perceived by our perceptive organs. The strong associations that appear between different areas in our brain will stay very long though people themselves will seem to forget the event. Under some conditions these associations will come back.

This kind of advertising cannot be copied and competitors' success cannot be reproduced – only originality and uniqueness.

The advantages of Ambient Media are as follows:

- it produces emotional impact on the target audience;
- it penetrates the atmosphere of the target audience;
- it is unusual and creative;
- it is originality that matters.

Popular areas of Ambient Media application are:

- retailing;
- business environment;
- education;
- transport communications;
- urban areas;
- recreation.

In Ukraine Ambient Media is not very popular as it is more convenient for marketing managers to spend advertising budgets on traditional and controllable media.

Thus, in any case Ambient Media has good prospects. According to Seth Godin,

the principle of advertising is to make customers switch off from their matters and think about something else. Ambient Media is the best in it.

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FEVERISH DEMAND

Key words: consumer behavior, demand, speculative demand, the types of excessive demand

At present advertising is based on stimulating the desire to be the first. For instance, after announcing sales, people line up to be the first to enter a shop. In Ukraine iPhone 7 sales started on October 21 but customers had begun queuing a day before.

Demand is a quantity of a product that customers are willing and able to buy at a certain price at a point of time. Economists call it willingness but not a demand if a person wants to buy a dress but lacks money. If there is money, there is demand. Not all customers' desires turn into clearly defined demand.

There are five types of needs:

- declared (the customer have declared about their desire to buy a Samsung phone);
- actual (the customer wants to buy a Samsung phone to create a certain image but not because of its characteristics);
- undeclared (the customer does not mention them, e.g. trouble-free performance for two years);
- need for excitement (the customer would like to have a phone cover as a present);
- secret (the customer does not want to say about, e.g. to look stylish among his/her friends).

The word "panic" has mostly negative meaning, that is why the term "feverish demand" is preferable.

Main causes of feverish demand are:

- sale;
- expected or current inflation;
- deficit of goods;
- drop in the value of the country's currency;
- price increase;
- low supply against great demand.

Feverish demand does not always depend on price as people buy to make some reserves.

There are several types of feverish demand:

1. Currency excitement – great demand for currency caused by the decreasing rates of the country's currency.