

and non-profit organizations. Crowdsourcing is used in many successful projects in various spheres – from legislation (the constitution of Iceland), software to new sorts of ice-cream. "Wikipedia" is the most famous of the projects. Crowdsourcing in the environmental protection provides an opportunity to carry out large-scale projects covering large areas. With the development of information technology an online community can continuously participate in the solution of environmental problems of both their region and other territories.

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PRODUCT PLACEMENT

Product Placement is a special technology of embedded advertising when the product is not advertised directly but mentioned or shown in films or television series as part of the episode. In other words it is an advertising technique, which consists in the fact that the props in movies, television programs, computer games, music videos, or a book has real a commercial counterpart. The advertised product itself, or its logo, or its good quality or the manufacturing company is usually shown or mentioned.

In the 1980s the product placement became a full-fledged, independent industry. By the end of the decade all major Western studios had organized departments specializing in the product placement. Product placement in feature films was considered a viable and very effective way of promoting goods. In the early twenty-first century, the situation with the use of the product placement technology began to change, because direct advertising palled, and some manufacturers started to increasingly build their campaigns on product placement.

Efficiency of product placement consists in a fact that human vision accounts for perception of 80% of information about the world. While watching a movie or scene viewer gets both a picture and sound, hence the impact on information channels approximates 100%. Efficiency of correct product placement influence significantly exceeds that of direct advertising and is unobtrusive. Besides, it sometimes significantly adds to the film. Another efficient promotion tool (that does not require additional investment at that) is the association of the brand with film, TV, sport celebrities. While watching a film viewers do not feel that they are being foisted off this or that product on. Film characters live among things, use them, talk about them - and this is quite natural.

No modern film can do without advertising, as a means of compensating for expensive shooting. That is why TV and cinema screens are filled with different paid inscriptions, slogans, names. Involvement of greater number of advertisers is very beneficial to filmmakers. Neither recognizable product can appear on the screen

accidentally, no name can be spoken by the character without a contract and advance payment.

The phenomenon of product placement is the most modern and effective way to promote a product that allows advertisers to position their product, service, organization in the most advantageous way. Product placement includes several kinds, types and forms of product advertising implementation that allows advertisers to make a choice in favor of the service that, in their opinion, will produce the most effective impact on viewers. There are a number of reasons for applying this method of product promotion, as well as there are circumstances that force filmmakers to introduce large amounts of advertising into films.

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"MYSTERY SHOPPING" AS A METHOD OF OBTAINING MARKETING INFORMATION

"Mystery shopping" is a research method applied in marketing research aimed at assessing the experience gained by a consumer in the process of purchasing goods or services and solving organizational problems. Today, over 90% of retailers, 70% of banks and 90% of restaurants are practicing "mystery shoppers" as an indispensable component of motivating employees and enhancing customer service experience.

Goal setting is plays one of the most important roles in research as it reduces the period of achieving results. The» mystery shopping» method is the best way of determining the level of staff's competence and communication skills. To be able to effectively implement the development strategy and make competent management decisions, the company management must be informed about all problem in the company.

What particular parameters are be assessed during the "secret visit"? After each visit, the observations are organized in a specially designed bank that may include a total of about 30 different criteria. All parameters can be grouped into four blocks:

1. "Requirements for the Workplace"
2. "Formal requirements to employees"
3. "Abilities and useful habits"
4. "Staff's of skills."

As for the procedure of "a secret visit", it is obvious that employees are not aware about the inspection, otherwise they will "do their best" here and now, and no objective and reliable picture can be obtained. So, a mystery shopping expert should be unfamilis to employees, and all forms must be filled after the visit and beyond the employees' vision.

In addition, a secret shopper should closely match the portrait of a company's potential client, including gender, age, appearance, social status, etc. In some cases the expert must possess the experience of using similar goods or services.