

race, nationality, profession, social category, age group, sex, language, different religious, philosophical, political beliefs." It also should not denigrate "objects of art, state symbols, products, reputation of individuals or entities, competing companies." In case of breaking these rules penalties are imposed to the advertiser, and the company suffers losses. Misuse of outrageous elements can destroy the integrity of the brand. We should not forget that the outrageous cannot be attractive for a long time, even for the most undemanding audience, and sooner or later it begins to take away a potential target audience. Following the surge of interest may follow the irritation; therefore there is a risk of reducing the loyalty on the part of consumers with different moral values.

Outrageous advertising is allowed in the following cases:

- If the nature of communication that the brand builds with its target audience, is originally built on the outrageous (in this case, the target audience is mostly young people, and the advertised product - youth consumption goods);
- If it is necessary to promote low-cost product, as shocking is incompatible with the incentive to spend more (in this case, the target audience is people with low income);
- If it is a new company that needs to announce itself as loudly as possible;
- If you need a reposition.

According to experts, the most important use of outrageous marketing in communication is with the target audience that is in opposition to the privileged sections of society, in the promotion of products for young people, to create a provocative image of the brand, which is relevant in the fashion industry. But at the same time, these methods are not acceptable to the business focused on serious audience, such as financial services or real estate transactions, etc. Using outrageous marketing in these areas will inevitably affect the company's reputation.

For all its attractiveness the outrageous marketing will be safe and effective only if three mandatory conditions are observed: high-quality ideas, absolute understanding of the target audience of the product/brand, clear association of the advertised product with the applicable method.

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GOODS-AWARDS IN THE PROCESS OF SALES PROMOTION

Purchaser motivation in the complex promotion is a system of incentive measures aimed at getting feedback of the target audience from events within the marketing strategy of the enterprise as a whole and its communication strategy in particular. This is a means of short-term impact on the market. However, the motivation effect is achieved rather than from the use of other promotion elements.

As the most interesting and effective way of sales promotion specialists in marketing call such forms of promotion as "in kind" motivation. It can be: 1) awards, which are issued at the time of goods purchase, 2) the award of a delay, that is, upon

presentation of one or more customer's proof of purchase, and 3) the issuance of free samples of the product to the customer in order he could taste it or test its operation. One of the most effective ways to motivate "in kind" is goods-awards.

The award is a product offered at very low prices or free of charge, as incentives for the product purchase. Award "for packing" accompanies the product being inside or outside of the package. Bonus may be a packaging as well when it is a reusable container. The bonus should be useful for the customer to induce him to make any new or re-purchase. This may be something for kids (toys of most popular movie characters, puzzles, handheld games) or something for adults (in addition to buying a modest but useful gift). Quite popular is the so-called self-paid bonus when the customer is offered a high-quality set of two products - one for full price, the other is at a significant discount (usually it is sold at wholesale prices, without mark-ups). Royalty free mailing prize is a commodity that is sent to customers who provided proof of purchase of the goods, for example, the cover of the box.

Promotion with products-awards is possible using in case of following three recommendations:

1) it is necessary to determine exactly how many purchases should make the customer to get the prize. The basis for calculating the statistics can be frequency of repeat purchases that prevailed for a product in a particular outlet. Number of purchases cannot be too large, because in this case, many potential buyers will not take part in the action. But this number can't be too small, because then there will be too many those who want to get the prize;

2) this method can only be used in respect of goods that have reached the stage of maturity that is well known in the market; the same premium must be logically justified and original.

3) the premium should increase the value of the product and enhance the reputation of the manufacturer in the eyes of the buyer. Thus, it can't reduce the prestige of the purchasing. Definition of product-awards requires a careful study of the target audience (children, adults, family groups, etc.).

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THE SPECIFIC NATURE OF SOCIAL ADVERTISING

Social advertising is a form of communication that focuses on drawing attention to the vital problems of society and its moral values. The purpose of the social advertising is the humanization of society and the formation of moral values. The mission of social advertising is the change of the behavioral patterns of society. Social advertising carries the information presented in a concise, artistically expressed form. It is able to bring to consciousness and attention of people the most important facts and information about the existing problems in society. It is addressed to anyone and everyone. The abilities of such advertising are wide, and the results of promotional activities can be beneficial. Therefore social advertising may be used as