

a tool for public involvement in social processes. In this regard, the interest in social advertising is big enough.

The objectives of social advertising can be formulated as follows: forming public opinion, drawing attention to the issues of public life, intensification of actions to solve them, creating a positive attitude to government agencies, demonstration of corporate social responsibility, strengthening socially significant institutions of civil society, developing new types of social relations, changing behavioral patterns of society.

There are several groups of social advertising:

1. Advertising a certain lifestyle.
2. Advertising the law, constitutional rights and freedoms.
3. Patriotic advertising.

The principle of social advertising is the inability of persecution of commercial or political purposes, as well as references to specific commercial brands, organizations, products, and political parties and individual politicians.

There are two levels of social advertising: 1) advertising, designed to introduce or consolidate specific rules and regulations (which is associated with a set of specific actions), and describes the "image of the world"; 2) advertising, which gives a perfect picture of "strategic" approach to life, to which the alleged right actions are "embedded" as a logical element.

Social advertising uses the same set of tools as a commercial one: TV commercials, print, outdoor, transport advertising, etc. The main difference of social advertising is in commercial purposes.

Social advertising is economically advantageous to the state in the long run, since the elimination of many social problems leads to a state welfare (for example, the health of the nation, receipt in full of taxes, etc.).

Manufacture of social advertising is an element of social responsibility. The degree of responsibility in social advertising is extremely high, so that advertising may give the opposite effect.

The need to solve social problems increases the importance of this type of advertising and sets targets for further development. However, it should be noted that while the existing set of research and journalistic materials about social advertising, the phenomenon is not fully studied.

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## **EXHIBITION ACTIVITIES AS MEANS OF MARKETING COMMUNICATIONS FORMATION**

Effective tool of businesses enterprise influence to the consumer in the goods and services market, on the profit size, reliable information obtaining, image formation in the face of fierce competition are the exhibitions. Participation in exhibitions and fairs is an effective and powerful tool for the formation of companies'

marketing communications. Hardly any other marketing tool has the ability to present the company and its products, while providing the opportunity of personal contact with customers.

Exhibition is an event, whose main purpose is to provide information to the public by means of demonstration things which are at the mankind disposal, to meet the needs in one or more field of work or future prospects. The exhibition classification according to the specialization, organizational feature and decision level has such types:

1. International trade exhibitions, the theme of which covers the whole field of science and technology'
2. International specialized exhibitions, which covers specific directions, sub-sectors of science and technology;
3. International exhibitions, held in the framework of congresses, conferences, symposia;
4. National exhibitions organized in accordance with the intergovernmental agreement on scientific and technical and cultural cooperation;
5. The days (weeks, decades) of science and technology of a particular country;
6. Jubilee exhibitions devoted to anniversary of the state-to-state relations establishment, the anniversary of the company or its activities in a particular market;
7. Exhibitions during which the organizers provide lecturing and scientific reports, accompanied by a demonstration of exhibits on the subject.
8. Exhibition of catalogs of individual firms or groups of firms. They are less costly and can be mobile.
9. Exhibitions held at the suggestion of individual firms to increase sales in a particular market.
10. Exhibition-presentation of individual products, projects, and firms.

The exhibition type largely determines the basic quota of its visitors and the nature of the audience. This should be taken into account by exhibitor from the perspective of communication policy objectives and marketing in general.

The process of exhibition organizing is a complex of organizational, contractual and sometimes diplomatic arrangements. Sometimes the organization of the international exhibition lasts more than a year. The specific feature of the present stage of the domestic exhibition activity development is a dramatically showed trend of exhibitions commercialization. Unfortunately, some of the exhibitions do not show a high level of professionalism in the process of their organization and holding.

Exhibition activities should be clearly defined by the necessity of solving company's marketing objectives, which may be as follows: searching of new markets; broadening of customers set; commodity introduction to the market; searching of new intermediaries; products positioning in relation to competitors' products; determination of the possible product demand; establishment of contacts in the business world of the host country of the exhibition; formation of the company's image in a particular market; direct production distribution (contracts are signed during the exhibition, so participation in it can be considered as one of the distribution channels).

A special role in the exhibition activity belongs to stand-assistants. They are company's employees working in the public area of exposition. Stand-assistant must have an attractive appearance, a high level of communication skills, professional competence and knowledge of the language of the host country of the exhibition.

Participation of the company in exhibitions is an effective and powerful tool for the formation of marketing communications, especially when companies have already reached a fairly stable position in the market. Becoming the independent line of communication activities, exhibition activity combines a complex set of methods and means of the basic elements of the QMS as advertising (printed - brochures, postcards, external - billboards, signs on transport in the media, etc.), commercial promotion, personal sale (work of stand-assistants, sales representatives), sales promotion (distribution of gifts, discounts on goods which were displayed).

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## **"DESK" METHOD OF COLLECTING MARKETING INFORMATION**

Desk research is the market research based on secondary sources of information, including: usage of specialized and general databases of own development and mentored by other specialized companies; analysis information by specialized examinations of leading expert and research organizations at the regional, national and international level; analysis of information of official bodies and independent experts.

Desk methods of marketing research include the full range of collection and analysis of information on market, demand, supply and competition, which can be received and organized staying in your own office.

Typically, the desk research uses the so-called "secondary data", that is open source information, annual and monthly reports, statistics, surveys of companies and markets in the media and others.

Without careful and thorough desk research it is impossible to assess market conditions, its volume, intensity of competition, market risks, opportunities and other fundamental factors.

Desk research are carried out for:

- market analysis (volume, saturation, growth rates, etc.)
- market forecast
- competitor analysis
- study of the structure of production, demand, supply, consumption
- analysis suppliers, patterns of distribution and retail
- analysis of pricing policy
- analysis of the risks and factors that impede market entry (legal, competitive, etc.)
- study of promising products, niches, etc.

Desk researches suggest that in most cases, you can inspect data in other