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ADVERTISING IN THE CONTEXT OF THE URBAN PLANNING CONCEPT

Today Out-of-home (OOH) advertising is a common asset to the urban environment. OOH advertising is advertising that is placed in the streets (on billboards, cross street banners), on wallscape, transport etc. Of all the advertising means OOH advertising is the most spectacular one for its usage of light-effects and animation. Furthermore when other advertising means should be reached by the consumers OOH advertising reaches them in their free time and working hours, day and night. Although due to its features and prerogatives this can do immersive damage to the architecture and the local environment, the urban planning concept and the panoramic sight of the street as a whole.

Nowadays the question of «smart» OOH advertising is very important in highlight of modern architectural tendencies, such as keeping the authentic scenery of the city in accordance with the 1967 Vienna convention; securing public space, streets and interchanges a larger variety of functions such as recreational, amusement etc [1]. The aesthetic perception of the new environment totally depends on the elaboration and forms of the project and the absence of any pollution factors.

The problem of OOH advertising in urban planning is difficult for Ukraine and other former socialist states, for which it is one of the biggest dilemmas of urban agglomerations. Very often the number of advertising means in the streets of our cities doesn't match any standards and aesthetical demands. Its quantity often oversteps its necessity. According to the research by Doors Consulting, the amount of advertising area in Ukraine has increased in 5.600 – up to 83.900 [2]. According to the latest research OOH advertising occupies over 70% of open space on the main roads of Kyiv and is often situated in unpleasant places [2]. Usually this does not only spoil the aesthetic view of the environmental surroundings but also distracts drivers from the road and road signs, which can cause traffic accidents. The solution to this problem is to decrease the number of billboards, citylights etc. and their reorder in accordance with the government construction rate or total prohibition of OOH advertising. The perfect example of last is Chicago – the only city in the USA where OOH advertising is completely banned. This is due to Chicago's status as the architectural capital of the States and skyscrapers. OOH advertising was prohibited for the sake of saving the architectural heritage and aesthetic pleasure of the city.

At the same time such an outcome can be seen as too radical. This means that certain goods and services, also the need of marketing specialists and agents, will fall

in request.. That's why the most often used solution of this problem in post-industrial and developed countries is transferring the billboards, citylights, pylons, converse boards etc into an element of design and small functional architectural forms. It is possible to decrease the amount of space taken by OOH advertising that harms the scenery in at least 50% on account of matching their functions. For example, by using the already existing small architectural forms (trashcans, newspaper stores, bus stops) as space for conceptual Out-of-home advertising. Also by modifying the billboard and citylights as to turning them into bus/tram stops, rain shelter, ramps, etc. Such a method is actively being used in Germany. For example, «Calcedonia» commercial (underwear trading network) in Cologne which is placed in a spiral-shaped cylinder in a public restroom.

That is why it is better to turn to modification of OOH advertising and its elements according to the needs of public and urban transport unlike absolute forbiddance, which is a rather radical way of solving the problem. This is the optimal solution because it does not only decrease the amount of money spent on constructing new advertising areas but also supports the city constructing situation, saving the cities architectural environment and makes it much more pleasant to tourists.

References:

1. Convention establishing the world intellectual property organization [electronic resource] – access mode: http://zakon4.rada.gov.ua/laws/show/995_169
2. OOH advertising amount has increased in Ukraine [electronic resource] – access mode: <http://news.bigmir.net/business/666925--V-Ykraini-zbilshilasya-kilkist-zovnishnoi-reklami>

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MARKETING INNOVATIONS IN BUSINESS COMPETITIVENESS' ENSURING

Current adverse trends in the business environment of the country force enterprises to adapt to the turbulent market conditions.

Constant changes in the information space are the one of the significant incentives to accelerate the business processes' adaptation at the enterprise. Due to innovations a lot of enterprises develop successfully into the market. Regular implementation of innovations into the production as well as new products' promotion, which give a higher customer's satisfaction, are able to ensure and support a constant interest to producers-innovators.

Numerous scientific researches emphasizes the need to stimulate innovative activity and accelerate the innovative development of enterprises [1-3]. However,