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USING BELOW-THE-LINE ADVERTISEMENT IN UKRAINIAN RETAIL

In the Ukrainian retail market, strong competition and limited budgets for advertising. In such circumstances, appropriate use of "Below the line" (BTL) method of advertising. It helps marketers establish one-to-one relationship with consumers while mass promotions, by definition, make it difficult to gauge consumer-response, except at the time of sales.

"Below the line" promotion refers to forms of non-media communication or advertising, and has become increasingly important in the communications mix of many retail companies in our country.

BTL communications use media that are more niche focused. BTL communications can be used to either build brand awareness or drive sales through specific offers (promotions), and gives the marketer the ability to tailor their messaging in a more personal manner to the audience.

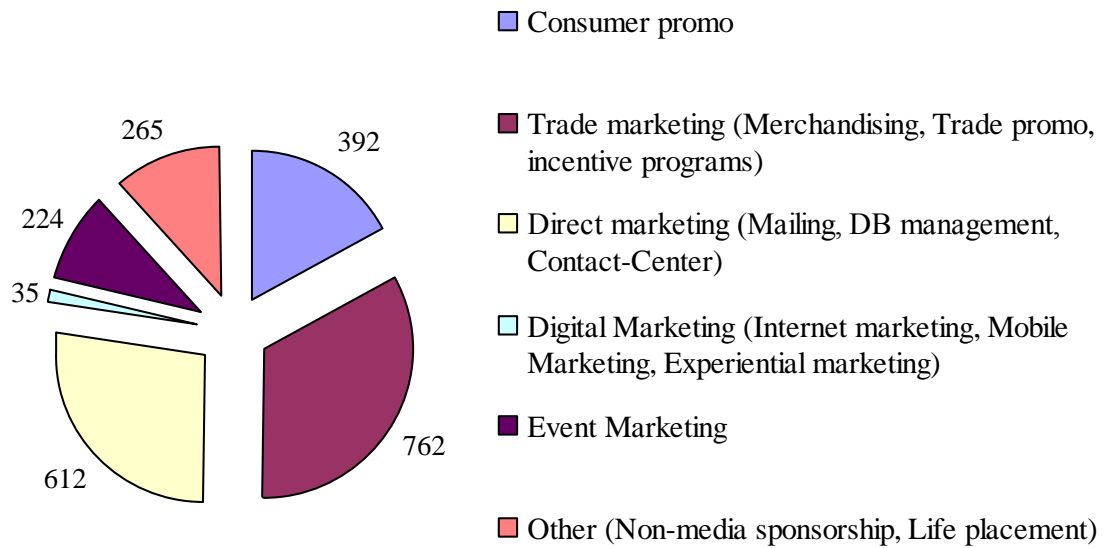
In Ukraine companies using such techniques: promotion of trade intermediaries, promotion to consumers, direct marketing, special events, guerilla marketing, POS-materials, trade marketing.

Despite the fact that Ukrainian marketers in retail have been experimenting with all forms of brand communication, the BTL industry is still unorganized.

Companies want to justify every penny spent on advertising, which leads to the use of BTL, since BTL provides immediate return on the money that was spent on activation.

BTL advertising market in Ukraine increases by an average of 15% per year. Its main parameters are given in diagram:

Market of BTL promotion in Ukraine in first half-year in 2011, mln. UAN



In future the focus will be on existing and loyal customers. The hunt for new customers will slow down because the cost of acquiring a new customer is much higher than retaining and gaining share.

It's time for marketers to look beyond the usual. In Ukraine, brands have mostly played safe with only conventional forms of BTL, like events and road shows, exhibitions, conferences and sampling. However, BTL opportunities extend to many other forms, such as word of mouth, viral marketing, podcasting, consumer generated media, field marketing, contests, as well as innovations within the conventional media.