

Sotnichuk A.
T. Mishustina, research supervisor
Alfred Nobel University Dnepropetrovsk

EFFECTIVENESS OF NON-STANDARD ADVERTISING

Most modern markets are divided into many segments. Many products and services have a narrow niche and a limited number of customers, which cover using traditional advertising is difficult and costly. To come to the aid of non-standard advertising. So in the last few years became known as advertising, which stands out from the general stream ads, commercials, posters or novelty in coverage or unusual layout.

Experts estimate daily per person inundated with advertisements of 3500. If you do not take into account the 8 hours of sleep, then every 60 minutes, people are more than 200 commercials! But this does not mean that all of them are perceived and remembered. Most of the information is passed by the eye, into the consciousness. It is not perceived. And often among the "patchwork quilt" of everyday people advertising focuses on the few bright posters. Or unusual actions, outrageous commercials on TV and radio. In a word - on non-standard advertising. It stands out so attractive.

One of the trends of modern advertising market - increasing attention to irregular forms of advertising presence.

The advantages of non-standard advertising is more effective impact on consumers. It stands out and attracts attention. Often, the consumer does not perceive a custom advertising as advertising, so the credibility of such information increases. At the same time, non-standard advertising can achieve significant results with small budgets.

For success for many companies is to turn to developments in the field of non-traditional and innovative forms of advertising. Some firms may find these ads only acceptable way to feed themselves in the market. Of course, it is best to contact the professionals. Advertising agencies have to offer, for example, instead of traditional leaflets blown by the mailboxes, post information on the covers of notebooks or notebooks. A bit more expensive, but the result efficiently. No one will throw the right thing - so the ads will be a long time before the eyes of potential customers. Another alternative method of advertising - "cheap and cheerful". Not colorful panels that hit the city, but an ordinary rectangular piece of wood or plywood with a laconic inscription such as "Concrete 200 meters", located on a major suburban road, increase the percentage of sales of building materials. Having built mostly vacationers, and buy everything you need much

more convenient and less expensive way to his "estate" rather than in a big city. Advertising - science is creative, thriving, much experimenting, constantly giving birth but \neg unconventional curves and shapes. Some of them appear together with a new product, and die when the product leaves the market, others remain for a long time. Many foreign companies in their advertising budgets, dedicated funds for experiments with non-traditional methods of advertising.

Sometimes marketers and advertising professionals can ensure that different products themselves adver normalized to each other. This is a very interesting and a promising area of work turbing.

Difficult to say that efficient, standard, recurring day by day videos, or searches in advertising new and original ways. And then, and more still needs in different situations. Creating demand and complex matter, and responsible, is to think not only "as advertised", but "what to advertise." If the goods are really needed for people, customers will be. The most effective advertising - is not tedious repetition of the same slogans and artwork.