

Khanaferova I.
L. Palekhova, research supervisor
National Mining University

SELECTION OF SYNTHETIC ADVERTISING MEDIUM FOR COMMERCIAL BUSINESS CARD OF COMPANY "MITOVIT"

It is commonly known that there are different kinds of advertising media, to which number of requirements are set up. On the one hand, advertising media should be shaped and placed in such a site so that this advertising could encompass as many potential consumers as possible. On the other hand, it is desirable that advertising media were possibly cheaper, and with their help, information could have been presented in the form, which will improve the knowledge and attitude of the target audience to the company, product category or brand. These properties are mostly typical for synthetic media, integrated in the places of active sales of goods and services to the potential customer. In this case, technical and information tools or the products, which are used by potential customers or purchased by them in the process of production (commercial) activities or for personal use, in addition to its basic functions, can perform the functions of advertising media.

Selection of the most profitable and effective advertising medium is a major issue for company "MITOVIT" (Dnepropetrovsk). The company provides transportation and logistics services by all types of transportation means on the territory of Ukraine, Europe and CIS countries. "MITOVIT" needs to constantly remind of itself and its services, however, the company does not have the funds for costly advertising outdoors (billboards, etc.), on TV or radio. Cheaper advertising in the press is low effective for this company. Considering above mentioned, "MITOVIT" has been proposed to place its business cards on payment terminals (POS-terminals).

To implement this solution, two tasks have to be solved. The first task is to develop a corporate business card of the company (hereinafter: business cards). Such card should contain basic information about the company, its field of activities and rendered services, its contact information, location map, and the web page address. At the same time, business card should be simple, colorful and recognizable.

The second task is the choice of POS-terminals, which will be the carriers of the cards, as well as justification of their required number and placement. Obviously, such payment terminals should be located indoors with a high overpassing throughput (in the large shopping centers, fitness clubs, and universities, etc.). To test this advertising medium it was recommended to place

business cards on payment terminals located in "VARUS" supermarket chain, which is located near main traffic arteries.

"MITOVIT" company will gain following benefits from the use of POS-terminals as advertising media:

- Minimum 2000 advertising contacts per day can be provided;
- Narrow audience within the selected segment can be reached;
- Feedback from the potential customers (also by placing various questionnaires) can be obtained;
- Advertising budget can be optimized.