Fedko S.
K. Pilova, research supervisor
National Mining University

AMBIENT MEDIA AND CROWDSOURCING: WAYS OF CONNECTION

The present sales promotion activities even using complexes of marketing communications ATL (above-the-line) and BTL (below-the-line) not always are able to solve all the marketing tasks. Under the dynamics of macro- and micro environmental indicators the way of bringing information to the end-user needs to be flexible. Ambient advertising is one these effective and ingenious methods of attracting the consumers.

Ambient media (or A.M.) is a kind of outdoor advertising that uses the environment of the target audience's locating [1].

EMMi Lab's, Ambient Media Association (AMEA) adds semantics to ambient media, and brings together industry, research, and visionaries to envision the media landscape of the future in terms of business, technical, human-computer-interaction, production, and content creation. The Association is founded by the Entertainment and Media Production (EMMi) Lab, which is situated at the Department of Business Information Management and Logistics within the Faculty of Business and Technology Management at the Tampere Univ. of Technology (TUT). [2].

A.M. has certain features, here are 3 main of them:

➢ alternativeness: using the specific features of target audience's environment (evolution of the ATL channel);

➢ outer viewing (from outer to inner): using the specifics forms of placing information, penetrating even in the intimate sphere (inner space) of the consumer's life (evolution of the BTL channel);

➢ smart planning: using the individual approach in each specific case

Nevertheless ambient media has several disadvantages:

➢ problem of quality and original appeal;

➢ A. M's individualism and rare unification make difficulties with the design a stable and universal marketing construction for its application;

➢ opaque system of calculating the price of such campaign;

➢ lack of monitoring etc.

Offers for the problems' solution. The basis of economic planning and marketing activities of any company involves choosing a particular concept of firm behavior on the market. At the moment, there are 6 standard approved marketing concepts. There are also certain derogations from them, and some experimental concepts such as "marketing concept of individualism".

In the present conditions bargaining power of consumers is growing and the power of mediators is being tried to reduce for cutting costs and increase profit, therefore the market needs refreshing of the interactional methods with the manufacturer.

There is an assumption based on a preliminary analysis what helps to compose an Ansoff matrix. So we see, that it has some similarities with the A.M., for example, "Non-standard promotion" has the same features as the Diversification strategy.

Ansoff matrix			
		Communications	
		Standard media (ATL & BTL)	Ambient media
Implementation	Standard mediators	Conservative promotion Six standard marketing concepts	Improved promotion Achieving the WOW-effect
	Crowd sourcing	Utopian promotion Unnatural use	Promotion of non-standard Extensive use in narrow focus

Fig. 1. The comparison of the Ansoff matrix with Ambient- media tools

Crowdsourcing provides the transfer of certain production functions to an indefinite number of persons who may be volunteers or amateurs in a certain area. According to the picture 1, it can be concluded the sense of applying the crowdsourcing component because it can neutralize the most complex aspects of ambient-media.

Problem of quality and original appeal. Crowdsourcing can be is used to accumulate a large number of ideas and suggestions from the target audience. In this case, the firm using quantitative informational strategy can get ability to analyze it and convert into high-quality solution.

Opaque system of calculating the price of such campaign. Monitoring system involving crowdsourcing component provides engagement of IT to get feedback. Counting systems are marketing effectiveness through marketing research, in which the respondent can assess about the effect of A.M., if it has been taken the serial advertising as a standard. Data from these studies can be converted into a specific amount of money to be laid in the advertising budget (method of determining the budget based on a percentage of sales).

Lack of monitoring ambient-media. Using data from marketing research it can be able not only obtain statistical information, but introduce its monitoring effectiveness. The main ascent is viral spread of advertising among the target audience. The monitoring can be carried by Yandex search (thought blogs) or with the help of specialized services for monitoring eg Youscan (important in the propagation of the viral effect via the Internet). [3]

Conclusions. Today the traditional marketing ATL and BTL complexes are not completely effective. They are transforming into more advanced systems, such as ambient media. Ambient media has big potential and operates informal methods what make it useful for application with the traditional media or independently.

References:
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3. Official Site Youscan. URL: http://youscan.ru