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3D ADVERTISING. THE NOVELTY ON THE ADVERTISING MARKET IN UKRAINE

Such concept as 3D advertising was known only to a small number of companies a few years ago. However, electronic installations, 3D posters and outdoor interactive advertising are widespread nowadays and it is unlikely that anyone will be surprised now. 3D technologies are vital if you are willing to attract new customers and retain old ones. It is impossible to pass by such advertisements and not to pay attention on them, due to their originality and brilliance. Outdoor advertising in the form of 3D stickers can be posted in the street right on the pavement. People are looks itself under the feet than at the sides

According to the recent research, people much more frequently look down under their feet than at the sides. It resulted in appearing of floor advertising. Usually people concentrate their attention on the billboards for 2-3 seconds, and the aim is to create an advertisement that will be able to provide consumers with all necessary information about the product and to secure information in their minds within such a short time.

3D drawings are typically used in carrying out:

- Various advertising campaigns and PR activities;
- Exhibitions and presentations;
- Holidays and special events.

The most popular ways to use 3d advertising techniques are:

- Poster. Placed in a shopping mall poster will undoubtedly attract attention to the advertised product. According to the investigations, information that customer will memorize will be almost 400%.

- The three-dimensional image on the floor. The Stereo-vario images can be placed under the feet of visitors of shopping centers, cinemas, car parks. The effect of the convexity or dimples causes people to unconsciously change the rhythm of the movement, and 3d advertisement focuses their attention in the advertised product.

- Advertising at transport. Image of product or service placed on subway trams, buses, trolleybuses, trams and other types of transport, will allow covering a large cluster of market for relatively low cost.

- Manufacturing handouts. Making business cards, flyers, magazines, calendars, catalogs using 3d technology, will undoubtedly enhance the image and awareness of the advertised brand. These products will look very creative and high quality of an ad will reinforce the view of the potential client about the reliability of the company.

Having such a significant advantages over the conventional ways of presenting information, 3d advertising is still a relatively new trend in the advertising business, and its operational application will give your company a competitive advantage in the market of goods and services.

Advantages of 3D advertising:

- Novelty - the ability to qualitatively differ from competitors;
- Entertainment features form a positive attitude toward advertising, increases loyalty to the product;
- Amazing visual effect - people are making a photo with advertising medium;
- Coverage in the media and the Internet allows you to extend the validity of the advertisement;
- Well done 3D advertisement will certainly have the effect of viral marketing and marketing by word of mouth.

Disadvantages of 3D advertising:

- 3-D advertising has a relatively high cost;
- The complexity to cover the target audience;
- The difficulty in choosing a place for making 3-d pictures;
- Legality of applications under the laws of a country.

Foreign companies have had this kind of advertising in their arsenal for several years and in my opinion it is necessary to adapt these aspects to the Ukrainian advertising market because it has a number of advantages and fewer disadvantages in comparison to similar types of advertising.