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THE NEW WAY OF MODERN ADS

Traditional advertising is rapidly losing its popularity. The fast rhythm of life, a large flow of information, forced manufacturers to look for new advertising solutions.

Non-standard advertising is one of the ways to stand out among the competitors. An ability to apply a non-standard advertising successfully can significantly increase sales and brand awareness. However, insufficient analysis and poor planning may devalue the efforts of all creators of the advertising campaign.

The abundance of advertising has led to the fact that people started noticing it much less. As a result, designers and creators of advertising campaigns have to work harder to ensure that their work is carried out its basic function - to attract customers. In such cases, an unusual advertising or ambient media is most effective.

Scientific definition of non-standard advertising does not exist. Each specialist understands something unique for himself. The concept does exist and is widely using, but there is no clear distinction between standard and non-standard advertising. One advertiser simply said: "non-standard advertising - everything that is not in the price list."

Ambient media differs from traditional forms of communication by the development of new media (different from the classical media in public places). Ambient media is moving closer to the consumer - in the intimate sphere of the target group.

Ambient media involves an unusual, creative solution or unusual placement. Such advertising surprises the audience with their unconventional and shocking. Outrageous advertising is also unusual.

Any interesting promotional product - is a good news occasion for the media, which attracts the attention of the population, increasing its efficiency.

Unusual ad attracts attention by its own freshness and novelty.

Multiplying of memorable instances does not make sense - what caused the desired response once, becomes a standard with repeating.

In developing process of the advertising project the risk of failure is large enough, as even the most original idea can be easily spoiled by unprofessional performance.

Non - standard advertising is applying for more than 100 years, but its popularity began to grow only recently. Experts have calculated that each citizen receives more then 3500 advertisements a day, which is 200 messages every 60 minutes. Most part of the information is not perceived, passed through the eye and consciousness. A person focuses intension on a few bright posters, unusual actions, outrageous commercials on TV and radio - on a non-standard advertising.

A narrow audience, useful for a niche product, can be reached by using of non-standard advertising. The main role in the popularity of non-standard advertising plays a novelty of the idea. If a potential customer remembers an advertising message at least for a day, it is considered to be successful.

The advantage of non-standard advertising is higher level of influence on consumers. It stands out and attracts attention. Non-standard advertising can achieve significant results even with small budgets.

Most consumers do not perceive ambient media as advertising, so the credibility of such information increases.

One of the drawbacks of non-standard advertising is the necessity of careful planning and preparing for a future campaign. It is important to elaborate a detailed scenario of campaign and its implementation.

Another disadvantage of ambient media is the risk. Unlike to the traditional ways of promotion, the new advertising is using for the first time. In addition, it is difficult to assess the reaction of consumers to them.

One more drawback is the inability to estimate the effectiveness of advertising campaigns. During developing the scenario, except for creativity, it is necessary to think carefully about any possible consequences of this campaign.

Advertising has become routine and now it is not longer new and interesting, as it used to be. Nowadays, it does not attract enough attention of buyers. It is necessary to change the method of creation of the advertising company for returning its efficiency.

Ambient media is a logical extension of the standard advertising; it is the next step in the evolution of advertising.