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TRYVERTISING IN MARKETING

Key words: marketing communication, tryvertising

Marketers use a lot of different tools, which always lead to increase of sales. Among these tools tryvertising. And very often this is one of the most efficient in a company's marketing set.

Tryvertising means that before buying new products the consumer has a unique opportunity to become familiar with them by actually trying them out. The objective of tryvertising is not always purchase – a lot of manufacturers want to have the loyalty effect, enabling consumers to experience, feel and analyze the product, learn about it and then recommend it to their friends and family. In other words, tryvertising allows distributing information about the product quality with maximum speed. Thus, the company turns its attention to the different reactions of buyers on the goods.

Tryvertising is used in many areas, while for some companies it is already a well-proven method to increase sales. Thus, carmakers often use a test drive; customers get the opportunity to use software packages for free for some time; at shops, customers can try products on the spot or assess the image quality of all TVs etc.

Tryvertising is a unique service that allows customers to try or test the product without buying it. This is an opportunity to verify whether it meets the stated specifications and whether it is of appropriate quality. The customer may, so to say, "taste" the product and decide whether to buy it or not, and whether it is a good investment. Direct contact between the customer and the product is the main advantage of tryvertising as compared to all other forms of advertising. Through direct contact with the product impacts greatly the customers' minds as testing before purchasing is the most efficient way of advertising products. Try it, hold it, take pictures, have fun, love it and buy it - tryvertising is a simple way to the consumer's heart.

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ADVERTISING SOUVENIRS EFFICIENCY

Key words: marketing communications, sales promotion, Advertising souvenirs

Souvenirs are often used for advertising as they are good means of promoting companies producers. Respectability of companies, their thought of the business

partners and customers ensure favorable feedback.

Advertising souvenirs can be classified in the following way:

Company-identity souvenirs. These products (pendants, badges, lighters, pens, ashtrays, hats, sport shirts, bags etc.) are decorated with corporate symbols, trademarks, address and postal details.

Off-the-shelf souvenirs. These products are styled and decorated with company's symbols or trademark, and can have engravings or corporate stickers.

Gifts. As a rule, these souvenirs are produced by famous manufacturers, made of precious and semi-precious stones, natural materials. Corporate logotypes are almost unnoticeable if any at all.

Corporate packing. These products are reminders of the company; create good impression and favor better assessment of the product and the company-producer. Packing can include plastic bags, corporate packing paper, boxes for gifts and souvenirs, folders, packing tape etc.

Souvenirs are used for:

- promoting orders. These types of souvenirs are intended for covering a great number of potential consumers, facilitate trade mark recognition and increase customer loyalty. This type of souvenirs are necessary at product presentations, exhibitions etc.

- customer loyalty programs. Unlike promotion ones business souvenirs are targeted at regular customers and partners on the occasion of holidays, anniversaries, other memorable dates. The range of this type of souvenirs is rather great, so it is advisable to be creative and not to repeat. These souvenirs are intended for reminding of the company; they display respect, good intentions, interest in contacts, goodwill.

- VIP clients. VIP souvenirs require careful selection and awareness of the client's preferences. They are presented during business meetings of top management on the occasion of contract signing, anniversaries etc. However, it is quite difficult to surprise people of this level, so the more unnecessary (original) the souvenir is the more appreciated it is.

The main advantage of advertising of this type is that the owner of the advertising souvenir can often see the company's logo and, consequently, it will contribute to the company's recognition customer's loyalty.

The main disadvantage of advertising souvenirs is their high production costs, necessity of a wide range of souvenirs for every social group or even an individual.

Advertising souvenirs testifies to the advertiser's solidity and are an efficient tool of promoting the company-producer.

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THE PUBLICITY TOOLS

Key words: publicity tools, press releases, press kits, press conferences, motivating letters, video releases, media tours.