

SENSUAL MARKETING OR WHY MUSIC CAN BE USEFUL FOR BRANDS

Key words: marketing, marketing tool, advertisement, music, sensual marketing, functional music

Advertising, public relations, merchandising, direct sales and other tools of traditional marketing communications nowadays are taking back seats and new more progressive instruments are getting more popular. One of the most efficient of them is sensual marketing.

Sensual marketing theory was designed by Martin Lindstrom who is considered to be a master in brand awareness. He admitted that brand didn't mean only visual perception but all five human senses had to be involved in order to make an emotional connection with it. Every new day more and more managers and owners of shopping malls pay more attention to the very idea.

In my point of view, one of the most outstanding stations of this theory is that proper musical arrangement in points of sales helps owners of business to increase sales and to enhance customers loyalty. Researches in this area have shown that purchases accompanied by a pleasant sound, increases the willingness to buy goods by 65 per cent. At the same time enjoyable taste accelerates the growth of the availability by 23 per cent; pleasant smell – 40 per cent; product, pleasant to touch, people are willing to buy by 26 per cent faster and pleasant to the eye by 46 per cent. In fact, 70 per cent of clients claimed that they pay attention to a musical arrangement in shops. Half of them admitted that musical scheme makes shopping more pleasant and motivates them to make purchases.

Proper musical arrangement is based on term “functional music”. Functional music is a specially selected playlist for a particular purpose. In this case, the objective is to stimulate consumer activity. And the most important in this situation is emotional state of the consumer while choosing a product. Functional music is a powerful tool for managing mood of potential buyers. A well-chosen background music effects on a subconscious level, prompting customers to pleasant emotions associated with the place of purchase. In the period of market saturation, increased competition and aligning of assortment, nothing is more important than company's attractiveness or corporate image. Music here isn't the least factor.

Music content market is rapidly developing, but in order to get from the popular tracks the desired effect, it is necessary to take into account a number of important aspects: the configuration and volume of the room, audience, time of the day and others. Moreover, it is desirable to take into account the methods of psychology and the use of modern scientific achievements in the study of music influence on human's mind.

In toy stores should be used soundtracks from popular cartoons, the youth

clothing stores - rhythmic catchy music, preferably in the same style as selling clothing (casual wear – pop-music, street wear – hip-hop and r'n'b, official clothes – classical music, jazz or blues), in jewelry – jazz or classical music. Sports shop requires dynamic music with high tact. The choice of music for the grocery store depends on its size. If this is a supermarket for the middle class, preferably medium-slow paced music.

Popular music helps to increase throughput, not to create queues in cash departments and to improve the mood of customers. In shops for a contingent with high incomes there is another goal - to make visitors stay longer and to make buying process more comfortable. Then the music is slow and mid-tempo.

Of course, music often doesn't act so much on one's Jack. It is a specific psychological "catalyst" for other factors of influencing the consumer – product range, merchandising, interior design, lighting, aromas, etc. However, its importance should not be underestimated.

In conclusion, experts claim that sensual marketing will gain popularity in almost all business areas, but the most widely it will be used in the catering and retail trade.

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THE SPECIFICS OF TELEVISION ADVERTISING

Key words: marketing, marketing communications, television advertising

Television advertising is one of the most effective marketing techniques, as it affects both hearing and sight. Even if the TV is running in the background, the content airing will still be remembered by human mind. Most of people find this type of marketing aggressive and intrusive.

TV advertising is divided into several types: video, audio-advertising, sponsorship, teleshopping, text and running like ads.