

BTL-AGENCIES AND METHODS OF THEIR ACTIVITY

Last years marketing experts often say that the indirect advertising (which includes carrying out of marketing actions and does not provide using traditional ways of placing the advertising, such as TV, radio, newspapers and magazines, and the outdoor advertising) has already become an independent branch in the sphere of advertising. BTL in advertising budgets of the largest trade companies makes today about 25 %. According to the experts' opinion, the indirect advertising will soon become the main way of advancement of goods and services.

BTL (below-the-line) is the complex of marketing communications which include actions for stimulation of sale, sales promotion, direct marketing, audit of retail trade, P.O.S.-materials ("point-of-sale"), direct marketing etc., except only direct advertising. It is often used for increasing of recognition of product/service or informing about new products and for making closer the emotional communication between the consumer and the brand. The result of successful BTL-action is the increasing of sales. Under the term "BTL" usually mean the advertising technology, which uses not so intensive convincing methods, than the traditional advertising (ATL). ATL (above-the-line) is the direct advertising in mass media (radio, TV, cinema, newspapers and magazines). BTL it is usually focused on direct communication with target consumers.

BTL-agencies are the addition to traditional advertising agencies, and their activity is need to increase of efficiency of advertising influence. They usually estimate the target audience, control trade mark characteristics and define the best place and time for carrying out of advertising actions. BTL-agencies also organise non-standard publicity which includes two components - information and entertaining.

Nowadays BTL-agencies use such methods of their activity, as:

- Trade conferences;
- Promo-actions;
- Presentations of the production;
- Dispatches by e-mail, by post and by fax;

- Exhibitions;
- Corporate actions;
- Working out of programs of loyalty;
- Databases management.

The leading role in BTL is played by the promo-actions. They often make the response at more than 60% of buyers.

The BTL-action stimulates the sale of production. Such actions directly influence on the consumer at trade places (shops, supermarkets, etc.). Usual advertising informs the consumer about the product, PR (public relations) activity creates and increases the loyalty to it, and BTL-actions increase the sales by direct influence on the concrete consumer. All consumers have a chance to test the quality of the offered goods personally. BTL-advertising can be used as independently, as with ATL, PR and other actions of advancement.

It is a well-known fact, that the majority of buyers make the final decision at the place of sale. That is why BTL-actions set as the purpose convincing the buyers in the advantage of purchase.

It is important to notice that the best result of any advertising action is always reached in case of the complex application of ATL and BTL. BTL-technologies are universal. Combining, changing details and updating details of a scenario of a BTL-action, it is possible to adapt any program and any purposes for any brand. Therefore almost everywhere the importance of BTL considerably grows.