

## **FORMATION OF PUBLICITY**

The modern market develops rough rates, the advertising large quantity falls daily upon the consumer from screens of TVs, from pages of newspapers and magazines, falls out on it of an air, waits for it continually in city streets. The consumer is protected, ceasing to perceive the advertising information: switching the TV on commercial breaks, glancing over advertising turns, rotating handles of radio stations. Traditional advertising appears all less and less effective.

Manufacturers of production search for exits in the different ways: inventing superoriginal creative concepts, enticing the consumer gifts, warming up interest intriguing advertising. One of ways of overcoming of crisis - Event marketing - advancement of the goods or service by means of creation and the organisation of the special actions creating emotional communications between the consumer and a brand. The regular organisation of actions, as platforms of presentation of the goods (service) that by means of emotional influence to make active attention of target group to the goods (service) is necessary. Special action - not simply way to draw attention of the consumer to mark. Depending on a format and an event content - there is this or that positioning of mark. There is it much easier, more distinctly and is more remembered, than by means of usual advertising media. That Event marketing brought serious return, it is necessary to build all process competently and consistently. From statement of the purposes and problems to a choice of a content of action and ways of its illumination. Actually Event marketing includes some the key moments:

- Informing of an audience on action carrying out;
- Action carrying out;
- The subsequent information wave.

It is necessary to think of all these moments in advance and to provide them at the most important stage of the project - working out.

Event Marketing - working out

1. Statement of the purposes and problems, target audience definition

As well as any other marketing action, working out of special action should

begin with statement of the purposes and problems. And it is necessary for whom to broadcast what message by means of the given action? What reaction to expect from visitors of action? What should they underline from the given event? These questions are necessary to be taken into account doing modest presentation of new product for partners or large holiday for all city. In any case action should be interesting to target audience. Interestingly. This keyword.

Event is created not simply so. It is necessary to consider interests of the consumer and to adhere to firm subjects.

Creating event, the company being guided by own interests, should not forgets that is interesting to the consumer. That is if event is so sated by company advertising the consumer loses to it all interest. The advertised product (service) should enter into action softly and naturally. That the consumer did not have a sensation that here - event, and here - advertising.

## 2. Time and a place.

Defining event time (both date and duration), it is necessary to consider set of external factors: a season, weather conditions, a calendar (holidays, everyday life and the days off), traditional ways of structurization of time of an audience. It is important to consider the parallel events important for target audience.

Being defined with a carrying out place, it is necessary to make a start from objects in view and flavoring predilections of an audience as the place of carrying out of action plays a serious role at decision-making by the consumer on, whether it is necessary to visit him.

## 3. The Maintenance. A show.

Having defined with first two parameters, it is possible to start planning of the maintenance of the action (on professional slang - a content). The maintenance should correspond to an audience, a place, time and an information occasion. Each detail, whether it be registration or performance, should be competently entered in the concept of action and work on complete idea of event. The advertising, entertainment and entertaining moments should be combined organically in it.

## 4. Information support of action.

Certainly, the audience should learn about event in advance. Depending on a format and scale of action and characteristics of an audience for actions of local value the period from a month about two weeks is sufficient. Ways of the notification depend on a format of action and a prospective audience. It can be direct-marketing - if it is a question of actions of a corporate format and the circle

of invited persons is known in advance and limited, or advertising in mass-media if action has the open and mass character. For mass actions effective will be the outdoor advertising and leafleting (distribution of information leaflets). In a case with an audience 35 years pertinently are younger to use the Internet.

In any case at selection of an arsenal of information means it is necessary to consider not only event target audience, but also character of the action, relevance of the information on it within the limits of this or that information resource. The second wave of the information on action should be started after its carrying out. These are so-called "post-exits" of the information in mass-media and the Internet. In case of small actions and the actions calculated on the limited circle of people, without it it is possible to manage, but it is not necessary to forget that any mention of action in mass-media in a format of news - raises the event status, gives it the importance, both in the opinion of participants, and in the opinion of other public. Besides, it is a superfluous way to remind consumers about your mark and its positioning. Therefore, if there is a possibility to inflate action in a certain information occasion, it is not necessary to refuse it.