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CRISIS IN ADVERTISING

The word "crisis" may be strong enough to describe the current situation in the advertising industry and no one can deny that these are trying times for advertisers. Current trends in the industry are indeed a cause for alarm. Nowadays advertising is suffering from a terminal illness which is not exaggerated. Nevertheless, researchers claim that the industry's future may be much brighter than suggested. The World Economic crisis has influenced the advertising market in a very strong way.

The famous American marketer Andrew Dzherabak says: "The global economic crisis took from us something more than the high trade margins and the possibility of mass impulse sales, the confidence of consumer audience to advertising is also lost. If in the near future we do not learn to reach potential buyers in the way they would believe us our entire marketing tools will be the dustbin of history".

The results of a recent study conducted by the Institute of Psychology, University of California at Irvine showed that an average out of one hundred potential customers who received promotional message, only six took it on faith. Twenty-eight did not completely believe promotional information. Thirty-five are doubtful about its veracity, but nevertheless take it into account. The others (thirty-one people) do not believe a single word from the advertising message. These figures are strikingly different from the results of a similar survey conducted three years ago. Then 25% of study participants trusted advertising completely, 47% were skeptical, but took into account, 19% considered it to be incomplete, and only 10% absolutely did not believe it. As stronger the economic crisis hits the pockets of consumers, the less advertisers can do to influence the decision of customers to purchase.

In order to understand the attitude of customers to advertising during the crisis American scientists have carried out a survey. At the first stage of the investigation participants were asked to select the 5 most plausible advertising messages out of 25 different ones. After the analysis of the results of this experiment had been

conducted, the university staff determined that almost all the promo-materials, which were marked with special confidence of the respondents had six common characteristics. These features are believed to increase the effectiveness of advertising, regardless of the type of the product.

The list of common characteristics includes:

- Lack of metaphors in the text of the message;
- Lack of slogans;
- Availability of technical information about the product;
- Availability of information on the retail price (fixed or average);
- A reference to the company-producer;
- Personalized presentation of information (presentation from first-person, indicating conditional author - real or fictional character, from whom the message is supposed to originate).

According to a study of the Association of American advertisers, conducted among marketers, one of the most effective tools that enables the brand to grow in 2009 will be product promotion in social media. This opinion was expressed by 28% of respondents.

19% - rely heavily on viral marketing, and various PR-shares,

17% - on television advertising,

16% - rely on Internet advertising,

7% - on printed media and direct marketing,

5% - on advertising on the radio.

Scientists recognize the importance of personalized promo-message. However, to return the lost trust of consumers to advertising, it is not enough to find or create an attractive hero, and then present some facts from the first-person. American marketers recommend creating a situation in which potential buyers can also receive information about the promoted product or service from several sources. It is also recommended to give customers the opportunity to leave feedback and comments to the manufacturer's website or in the online-catalog. This is the way out of the advertising crisis.