

PROVOCATION IN ADVERTISING

For a long time, marketers have used mostly traditional methods of advertising - flyers, billboards, television and radio commercials. This led to the fact that the audience is no longer responding to the advertising appeals and, even worse, began to experience the annoyance of intrusive advertising. In the basis of provocative marketing there is a skillful use of the features of human psychology. Any provocative advertising campaign consists of two stages: intrigue (it usually takes 1 to 2 months) and exposure (2-3 weeks).

Provocative advertising is gaining momentum with each passing day. First, a provocation in itself is an opportunity to stand out. Second, in most cases, provocative advertising is the way to conduct an advertising campaign with a minimal budget. Universally recognized classification of provocative marketing techniques does not exist. However, it is possible to identify a number of tools that have been "tested" in practice:

- 1) spreading rumors is one of the most inexpensive ways to provoke a buyer, thus the actions of rumor spreaders can be radically opposed;
- 2) intrigue creation (on the first stage of the advertising campaign the brand name is not disclosed, and only after the lapse of the time the items are added to the chain and the intrigue is revealed, good intrigue always works out as a human curiosity is very strong at all times);
- 3) viral ads (it has a lot of advantages: easy way to spread, the opportunity of unlimited creativity application, with this kind of advertising is almost impunity, as it is impossible to prove authorship);
- 4) special drama (which causes huge interest in people, staging various events directly related to the brand);
- 5) promotional messages "near miss" (such advertising is often based on ambiguity, when creative's skill allows to balance between provocation and scandal);
- 6) the use of shocking (it is quite effective advertising, which is an opposition of public morality, but shocking is really able to sell).

Pros of provocative advertising:

- Provocation is still the opposite of traditional advertising, and it allows you to use it to isolate the product.
- The one that is shocking quickly penetrates the consciousness and is easily remembered.
- Anything that strikes is quickly spread through the consumers.

Cons of provocative advertising:

- It is impossible to predict the outcome (sometimes initially nonprovocative short movie becomes provocative so after, and sometimes what was intended as a provocation is just passed by.
- Creative problem (provocation in itself is unique, and if this is the idea of plagiarism, the "explosion of sales" will not take place).