

Al-Ababneh Hasan Ali

Ph.D., graduate student of International Economics

National Aviation University

Kyiv, Ukraine

PECULIARITIES OF FORMATION OF ADVERTISING CAMPAIGN IN THE ACTIVITY OF AIRPORTS

Advertising, as one of the elements of the marketing communications system, is presented in the works of D. Bernet, A. Deian, F. Kotler, I. Krylov, S. Moriarty, E. Romata, J. Segely.

To carry out an advertising campaign in the air transportation market, the advertiser must have a clear idea of the potential consumer to whom his appeals are addressed. In addition, any advertising campaign is impossible without a preliminary study of the competitiveness of goods, competitors, conjuncture of the commodity and advertising markets.

The strategy of the duration and intensity of the campaign plays an important role in planning advertising in the air transportation market. The strategy of the duration and intensity of the advertising campaign appears in several forms. [2, p. 528]

The first kind is a strategy of continuity, which is a trade-off between considering the financial possibilities and the intensity of the advertising campaign.

The next strategy is a strategy of pulsating impact, is a popular alternative to continuous advertising.

Another type is the strategy of focal influence, which is characterized by periods of intense advertising and periods of its absence. The use of periods of absence of advertising is caused by the hope that consumers will remember the trademark for a while after the end of the advertising series. [3, p. 405-409]

In recent years, much attention has been paid to measuring the value of communications when planning advertising at airports. Some of the possible weighted estimates of costs that can be calculated to account for the communicative factors of advertising in the air transportation market are:

1. Exposure capabilities of a particular media.
2. The weight of the advertising exposure, allows you to compare the possibilities of advertising to be seen.
3. The weight of the communicative component allows you to compare the communicative opportunities of advertising circulation.
4. The weight of the frequency of advertising in a particular media. [6, p. 304]

The sphere of air transportation is characterized by high cost indicators, the presence of premium business entities and a high level of competition. Therefore, when planning an advertising campaign in the sphere of air transportation, special attention is paid to the study of the competitive environment and budget planning.

Many advertisers of the sphere of air transportation find it difficult to objectively analyze the market environment. Sometimes companies overestimate the values and attributes of their products. However, the key to successful marketing is an objective evaluation of both your own products and competitors' products from the point of view of the consumer.

References

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