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## **THE THEORETICAL PRINCIPLES OF FORMING AN ADVERTISING CAMPAIGN OF THE ENTERPRISE**

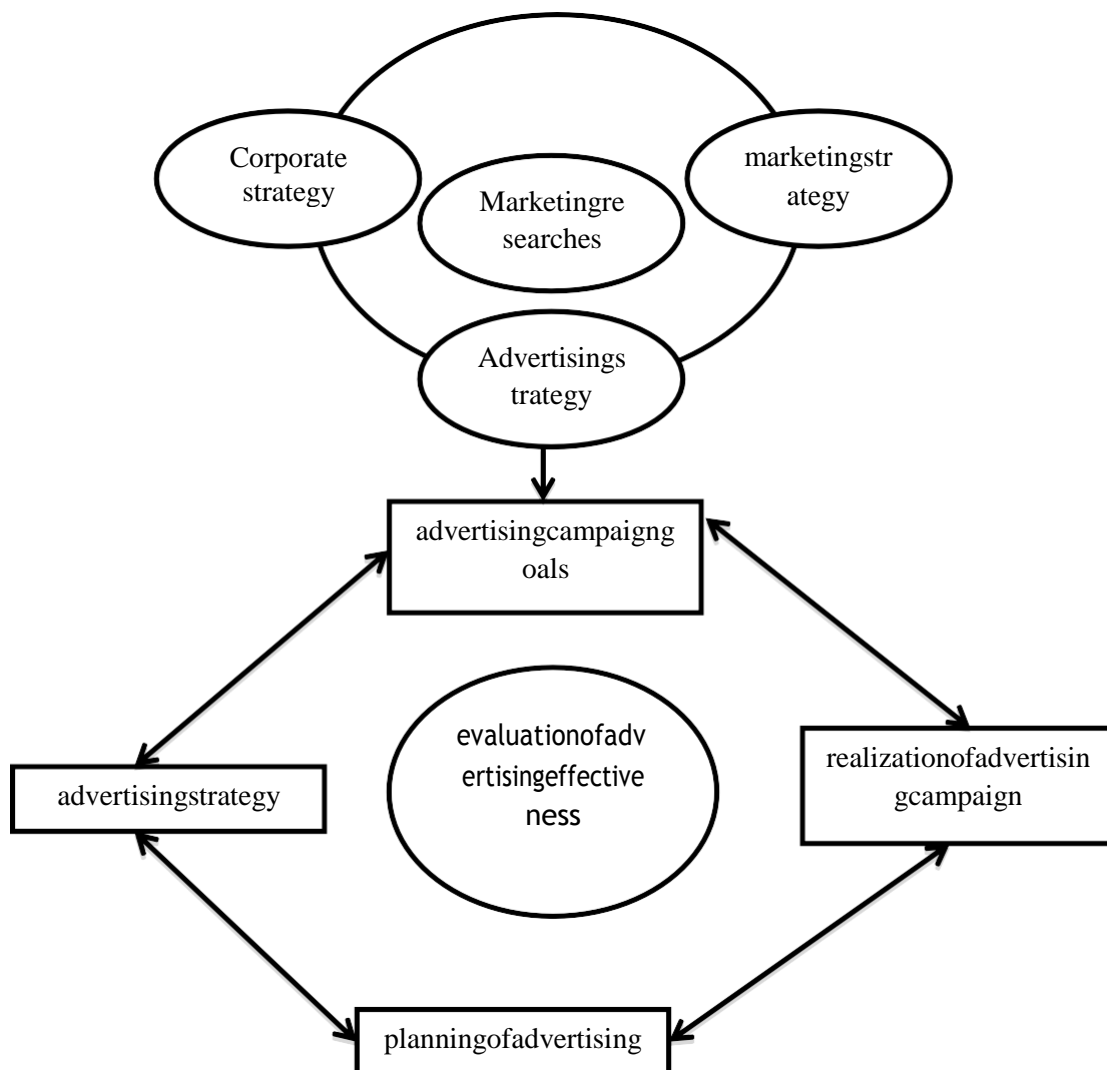
In a crisis economy, the study of the peculiarities of the organization of effective media planning is extremely important and relevant. In new realms, the company must constantly evaluate the feasibility of advertising and calculate its future cost and effectiveness. This directly affects the final effectiveness of your advertising campaign.

An important scientific contribution to the development of the problems of advertising activities was made by our and foreign scientists: E. Golubkov, F. Kotler, E. Saveliev, N. Shvets. In their writings was analyzed the nature of advertising, defined its role and importance, methodical approach to planning and implementing promotional activities. Most scientists determine the campaign as a set of promotional activities developed under the program aimed at marketing and consumer goods, with relevant market segments, to cause their reaction that helps solve by the manufacturer of their strategic or tactical objectives. Summarizing the various definitions of an advertising campaign, we can conclude that this is a communication program with common goals, strategy, budget, focused on the same target audience and uses the same means of disseminating information.

The mediaplan is a document containing information and an economic justification of all possible measures necessary for an effective advertising campaign of a certain enterprise. The advertising campaign is a set of promotional activities, combined goals, to implement the marketing strategy of the advertiser by inducing a given circle of consumers to action through advertising appeals. The process of selecting a range of advancement by these firms can be divided into stages: the formation of promotion goals, the development of a strategy of

promotion, budgeting promotion, planning of promotion. The key decisions in the field of advertising planning should be based on the principles of fundamental analysis, combining a comprehensive understanding of the marketing foundations of the existence of firms and their business, with an assessment of the factors that determine the outcome of the action.

For the formation of successful implementation and complex analysis of advertising activities of enterprises, it is necessary to develop a mechanism of advertising activity aimed at increasing the effectiveness of advertising activities. The decision-making process, according to the mechanism, covers the study of all objects and objects and includes the following main components: situational analysis based on market research; development of advertising strategy; planning of advertising activity of enterprises; realization of advertising campaign.



**Pic. 1. The mechanism of advertising campaigns of enterprises [3]**

The emergence of new companies on the market encourages enterprises to complete the whole network and improve the customer service complex. One of the most important tasks in the future is to attract consumers' attention and achieve high brand loyalty.

In particular, planning an advertising campaign - a plan to display advertising appeal to the target audience and its development. At its stages, they define the principles of creating an advertisement text, choose mass media for distribution, develop a plan for conducting advertising events, and conduct media planning at a given time. The key to planning advertising activities is to justify the budget of promotion of goods. In assessing the effectiveness of specific advertising tools apply a communication approach, which takes into account the impact of advertising on the target audience, namely: how is perceived advertising, remembered by consumers, etc.? Perception, sensation, attention, emotion, memory, motivation - these are the main criteria in the communication aspect.

An advertising campaign is a series of ads designed around a central theme. Planning an advertisement allows you to get a number of benefits to the advertiser. It is based on a thorough study of the situation. Research in advertising is carried out in five main areas: the study of consumers, the study of competitors, the study of the features of the advertised product, the study of markets and the study of advertising. In the process of research, both qualitative and quantitative methods are used.

The central stage of advertising planning is the creative plan. In its development, it is necessary to pay attention to the degree of involvement of consumers in the process of making a purchase decision, determine the strategy of advertising appeal, develop commercial arguments, think out the details of the implementation of the appeal.

The media plan, based on a deep marketing analysis, requires the analysis of the features of advertising. The media plan includes the selection of specific media, the development of media graphics and the evaluation of media planning results.

When designing a media strategy, creative and communicative components must be taken into account.

The budget of advertising can be determined in different ways: the method of goals and objectives, the method of competitive parity, taking into account the share of sales, the residual method, the method of expert estimates. Depending on the type of product or brand that is being developed, different methods can be used.

Planning advertising campaign is a more complex process than one-time advertising. This is due to the fact that campaigns last for a long time, pursue several goals, include large territorial markets and different target audiences, require the use of several advertising tools for the transmission of advertising messages, have large advertising budgets.

Consequently, an advertising campaign is an important element of the economy and one of the main tools of the market. The advertising puts on both the information function and the stimulating demand for products, so its organization should include the following stages: the formation of goals, strategy development, budget definition and planning of the promotion. Implementation of these stages will allow to effectively implement an advertising campaign at the enterprise.

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