

it's fair to say we've reached a sorry tipping point' (<http://time.com/2895799/im-sorry-pantene-shinestrong/>).

To conduct the survey among our peers we asked them to watch the advertisement and to provide their comments. They were to answer the question whether the video motivates them to buy the product and to write their feedback. About 50 per cent of the interviewed agreed with the idea that women apologize too often and said they would buy this shampoo. About 20 per cent expressed their confusion saying they do not understand the purpose of this Pantene's advertisement. The rest didn't support the idea of the video, mostly because they disagree with the idea that only women apologize too much. Such feedback can be summarized in the following opinion: 'I am not sure that this trait is characteristic only of women, it is the way of being polite in general. I agree that people sometimes apologize when they shouldn't do it. The same video can be made about men. *Nikita*.'

Summing up, it can be undoubtedly said that this video, which is only one example of the inspiring advertisements phenomenon, succeeded in appealing to human feelings leaving hardly anyone indifferent. The idea of promoting a company through promoting life principles seems to be rewarding as it attracts those who support the message of the advertisement and allows the company itself to put forward its views.

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## ADVERTISING AROUND US. HIDDEN TRICKS

Advertising is the art of making whole lies out of half truths. And it's really so. Research findings show that advertising is the most effective tool in an enterprise's attempt to modify the behavior of consumers, attract their attention to its products and services and create a positive image of the company. Advertising has undoubtedly a persuasive impact on the consumer. It forms market demand and stimulates sales of goods, solving both short-term and long-term marketing strategies of the company. The effectiveness of such psychological influence of items promoted is characterized by a number of consumers, brightness and depth of the impression of the audience, the degree of attracting attention. Many companies nowadays invest large amounts of money in advertising to make its goods and services popular. Eye-catching, colourful and creative ads influence customers' psychology and appeal to their emotions simply by trying to make people laugh or feel good. Statistics show, shop windows with good lighting cause greater interest among passers-by. Colour is also important. For instance, yellow colour helps to find inner peace and it's better to use it in the advertising of

children's goods and in services of travel agencies. The following unusual example can represent creativity of advertising professionals: one company which produces chinaware advertised its goods in the following way: they placed a double-decker bus on their cups. That construction proved the quality of their porcelain and impressed everyone too much. All these tricks make businesses more effective and as a result increase their sales. The company which aims at creating the most favorable image, individuality and the originality of its brand will certainly make the highest profits.

Each advertisement should be considered as a long-term contribution to the reputation of the company. If an advertisement is remembered, the number of consumers will increase. Thus, the development of constructive advertising strategy is very significant and each company should strive to work out the unique methods of products and services promotion.

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## ADVERTISING AND PR AS AN ESSENTIAL PART OF MARKETING

Today PR and advertising have become an integral part of marketing and they play a special role in the system of marketing communications. Even a special new trend as marketing - PR has appeared. The effectiveness of the efforts of public relations is largely dependent on how well they are reconciled with other types of marketing communications. PR and advertising practice consists in relationship management, which is the basis of the marketing policy of any company.

We have done some research to find out information about contribution of advertising and PR on the example of the BMW company. We have looked through various BMW's advertising and PR campaigns. The process of researching their role in business profit of the company clearly shows the differences between these two marketing tools.

The objective of the research is:

- a) to show a contribution of PR and advertising to success of prosperous companies (BMW concern);
- b) to show the difference between PR and advertising as the main marketing tools

The research findings show that marketing and PR are independent. And they are considered to be very broad areas, which work together for the main goal of any business profit. When we speak about sales there are no boundaries between marketing and PR. Either marketers or PR people use the same communication tools. At the same time, advertising is one of the components of the marketing process. This part includes