

EFFECTIVE ADVERTISING IN MODERN BUSINESS

The purpose of the study is to investigate solid positioning strategies of modern advertising campaigns.

The results of the study are the following: key points of advertisement, which is clear and consistently reflects the unique positioning statement of modern business, were marked out.

The main purpose of any advertisement is to make the advertised product sell more. An effective advert is the one that will sell out a product or service through fulfilling promises made about it. For that reason, an effective advertisement will have to adhere to creativity, hard-hitting, memorability, clarity, informativeness and distinctiveness. Another vital fact about effective advertising is brand establishment. For example, when an individual mentions the term *beverage* in any context, Coca-Cola will be among the first things to pass through the minds of people. This is because of the branding made about it through advertising.

Effective advertising starts with the same foundational components as any other Integrated Marketing Communication (IMC) campaign: identifying the target audience and the objectives for the campaign. For successful marketing strategies and effective advertising campaigns, it is of great importance to first find out and focus on the mental state and the resultant behaviors that will be shown by the prospective customers before they make the crucial buying decision. So, one of the key aspects of coming up with an effective advertising campaign is understanding mindsets of the customers. Then, among other key aspects are creativity, shock factors and other enticing factors featured in the advertisements. Among these factors, the essential one that makes an in-depth impact on the customers is the emotional aspect.

Advertising is a way of attempting to persuade the audience in order to purchase a certain product or service. It is a way of communicating in order to encourage the audience to continue using or buy a new product or service. It can be a way of informing or reassuring the employees or shareholders of a certain company that it is still feasible and thriving. Advertisers use the mass media including newspapers, television, radio, magazines, or posters in order to reach the intended audience. New ways of advertising include the use of mails, websites, and text messages.

One of the basic aspects which makes the advertisements effective is understanding the targeted customers' background, particularly the cultural aspects and coming up with an ad campaign. Studies have prioritized the psychological, social and cultural contexts within which consumers relate to commercial information and the roles that marketing media play in their lives.

When advertising is part of a broader IMC effort, it is important to consider the strategic role advertising will play relative to other marketing communication tools. With clarity around the target audience, campaign strategy, and budget, the next step is

to develop the creative strategy for developing compelling advertising. It has two primary components: the message and the appeal.

The informational appeal offers facts and information to help the target audience make a purchasing decision. It tries to generate attention using rational arguments and evidence to convince consumers to select a product, service, or brand. For example:

- More or better product or service features: Ajax “Stronger Than Dirt”
- Cost savings: Wal-Mart “Always Low Prices”
- New, improved: Verizon “Can you hear me now? Good.”

The emotional appeal targets consumers’ emotional wants and needs rather than rational logic and facts. It plays on conscious or subconscious desires, beliefs, fears, and insecurities to persuade consumers and influence their behavior. Most marketers agree that emotional appeals are more powerful and differentiating than informational appeals. However, they must be executed well to seem authentic and credible to the target audience. A poorly executed emotional appeal can come across as trite or manipulative. Examples of emotional appeals include:

- Self-esteem: L’Oreal “Because I’m worth it”
- Happiness: Coca-Cola “Open happiness”
- Anxiety and fear: World Health Organization “Smoking Kills”
- Achievement: Nike “Just Do It”.

In the modern business world, effective advertising is one of the important functions that increases sales, persuades dealers, increases per-capita income, enhances receptiveness of a new product or model, eliminates seasonal fluctuations and raises the standard of living.

It is advertising that enables the businessman to make continuous mass production for the wide international market. Not only does it convey sales information to potential buyers far and near, it contains positive force determining the action of buyers as well. It applies a veiled method of persuasion to secure patronage for the product. Advertising ensures the introduction and acceptance of a new product in the market.

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