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EVALUATION OF THE COMMUNICATION EFFECTIVENESS OF ADVERTISING ACTIVITIES (ON THE EXAMPLE OF THE CONTE BRAND)

Evaluation of the effectiveness of advertising activities (Ad Research) is studies that help identify effective advertising messages, analyze the coverage and effectiveness of advertising campaigns [1, p. 630]. To assess the reasons for the effectiveness of advertising using information technology, the following criteria are usually used: the level of motivation and the ability to recall advertising; degree of attracting attention; awareness based on the results of advertising; influence on buying behavior.

In the territory of the Republic of Belarus, there are enough good examples of the using of an effective advertising strategy. Let's consider one of them. For more than 20 years, the Conte brand has had a leading position as a manufacturer of clothing, underwear, hosiery, not only in Belarus but all over the world. The main aim of the brand is to satisfy the needs of the customer qualitatively and, as a result, maximize profits.

Talking about advertising activities, the Conte brand released a new collection for the New Year - "Special edition: meet the New Year's capsule Conte'22" and launched an advertising campaign. We will analyze the effectiveness of the advertising activities.

Various methods can evaluate the communicative effectiveness of advertising, both online and offline. At the initial stage, an online survey of customers was conducted to assess the communicative effectiveness of the advertising campaign. 62 people were interviewed and there are the following results: have you seen promotional messages about the Conte brand and advertising of manufactured products? – 100% of the respondents answered "yes" to this question. The main source of information is: acquaintances/friends – (69.4%), learned from advertising at points of sale (shop windows, etc.) – (64.5%), from offline advertising (advertising banners/billboards) – (64.5%), media advertising on the Internet – (37.1%), from social networks – (37.1%), from bloggers – (12.9%), advertising on YouTube - (9.7%).

The survey method allows you to determine the level of attention of the buyer to a particular advertising medium, the level of memorability of an advertising message, and when the survey is conducted online, when the respondents are in a familiar environment, there is no psychological discomfort associated with the presence of the interviewer. This method is time-consuming, but more accurate than others. It allows you to identify the customer's attitude to the advertising medium. Further, the questions were aimed at analyzing the effectiveness of advertising messages - these are questions about the subjective evaluation of advertising messages, in comparison with competitors' advertising. The answers were analyzed and here is our result: positive answers (memorable, informative) made up 88%. 74% of respondents answered that "Conte" advertising was better than competitors' ads. It should be noted that the assessment of the ability to recall advertising is usually presented as an intermediate stage. The effectiveness of advertising is also expressed in the study of the target audience's acquaintance with information about the brand "Conte" and its products, as well as what

exactly is known about them, what image of the company and products has been formed and what is the attitude towards them. It is not always easy to create an idea about the products and the Conte brand, and even more so to form a respectful attitude towards them. It takes time and you should have a specific strategy. Advertising allows you to form the ideas about the company among a wide audience, therefore it is easier to build relationships between the brand and customers [1, p.76]. On the basis of an online survey among respondents, the degree of awareness of the company and its products was studied according to the results of advertising activities for a certain period of time. To the main question, “Do you know about the existence of such a brand as Conte? - 100% of respondents answered “yes”, which is good for the brand. However, when we were asking about the new “Special edition” collection before the advertising campaign, 66.1% of respondents answered that “no, I don’t know”. However, three weeks after the launch of the advertising campaign, the percentage of respondents who did not see this campaign decreased from 66.1% to 48%, which shows that advertising is working.

Furthermore, the method of observation made it possible to evaluate the psychological impact of advertising in the direct interaction between the customer and a certain advertising medium. Evaluating the effectiveness of individual advertising media, first of all, it is established whether this medium achieves its goal or not. So, to determine the degree of attracting the attention of customers to outdoor advertising (showcase), we use the following formula: $V = O/P$, where P is the total number of people who took part in the study, O - the number of people who paid attention to outdoor advertising during a certain period. From these data, we calculate the degree of attracting the attention of passers-by: $B=35/62=56.4\%$. The information got in this way is a valuable source of information for the improvement of advertising, both in terms of text and graphics, and in terms of the choice of channels for its distribution.

Using the online survey method, it is possible to assess the level of motivation and the impact on purchasing behavior of the publication of advertiser’s advertisements in the media/on the Internet, and then, based on these results of the online survey, can be estimated using the formula: $D = C/K$, where K is the number of respondents who saw the advertising campaign, C - the total number of customers who are interested in the advertised product. From these data, we calculate the level of motivation and the impact on purchasing behavior: $D=26/62=41.9\%$. The analysis of the data allows us to make a conclusion that this advertisement is very effective.

Thus, with the development of the Internet and IT technologies, many companies/brands have even more opportunities and ways to get information about the opinions of customers/competitors/consumers of goods. By saving time, a convenient search for respondents, and additional features, the Internet makes it quite easy to form highly specialized, “targeted” samples for further marketing research. And as a result, after conducting research, it is possible to make competent management decisions that will help achieve positive results.

REFERENCES:

1. Fill, C. Marketing Communications: Interactivity, Communities, and Content - 5th Edition, Financial Times / C. Fill. – Prentice-Hall, 2017. – 1000 p.