Analysis of success factors in advertising

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Abstract – The essence of factors of the success of advertising campaigns is investigated. The stages of conducting and stages of evaluation of the effectiveness of advertising campaigns are determined. Also defined goals and objectives of advertising campaigns.

Keywords – advertising campaign, marketing, efficiency, trade, communication.

I. Introduction

The effectiveness of advertising – this is a crucial element in the marketing policy of the enterprise. Speaking of its effectiveness, it is necessary to know precisely what goals are set before it in a concrete case. Properly organized advertising activity in a market environment affects not only the whole economy, but also enterprises and individual consumers. Effective advertising requires a competent, purposeful approach. Advertising will be effective if it is included in the process of creating and promoting it to the buyer. Each stage, from the moment of creation of products and ending with its sale, must be accompanied by an active program of advertising influence. Advertising efforts should be present both in the sphere of trade and in the sphere of production. It is necessary to conduct a constant evaluation of the advertising [1, c.1].

II. Main Results

Advertising can not exist on its own. For effective influence on the buyer, she must use the experience of other areas of knowledge: marketing, psychology, journalism, linguistics, literature, public relations, and others. Advertising should be viewed not as a system itself, but as a share in the overall marketing system. Here the interaction of advertising with a number of other activities is considered, which is extremely important for achieving the main goal of marketing – the constant receipt of maximum profits, while taking into account the satisfaction of the buyer’s interests. [6, p.4]. Specialists highlight the economic and communicative goals of advertising. The first is directly aimed at the purchase of goods, while the latter are directed indirectly. To economical include: support for the sale of goods, the formation of the need for this type of product, incentive to purchase goods of a particular company, stimulating demand for a specific branded goods and sales, announcement of preferential sales, sales, lower prices, reducing the timing of the introduction of new goods on the market, incentive potential buyers to visit the store, exhibitions, etc., presentation of new properties of the goods, new design.

Depending on the goals determined by the specific market situation, advertising can effectively solve the following tasks:

– informing;
– persuasion;
– reminder [1, p.2]

Advertising campaign – a set of well-prepared, resource-intensive, consistently implemented in the form of advertising plans, events and promotions aimed at achieving long-term advertising goals and objectives. We can say that all advertising activity of the company is a complex of advertising campaigns. In turn, it is the main tool for the company to complete its advertising strategy, one of the elements of planning advertising activities. [3, p.1]

In marketing communications, there are ATL and BTL segments. ATL-advertising is the so-called traditional types:

– advertising in the media,
– Out Of Home (external and internal),
– polygraphic

The rest of the advertising options refer to BTL-communications.

Classification of advertising campaigns

<table>
<thead>
<tr>
<th>Certificate of classification</th>
<th>Campaigns</th>
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<tbody>
<tr>
<td>Goal</td>
<td>- support for a specific product or service</td>
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<tr>
<td></td>
<td>- forming a company image</td>
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<tr>
<td>Territorial coverage</td>
<td>- local (city, district)</td>
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<tr>
<td></td>
<td>- regional</td>
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<tr>
<td></td>
<td>- national</td>
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<tr>
<td></td>
<td>- international</td>
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<tr>
<td>Terms of holding</td>
<td>- short-term (up to 1 year)</td>
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<td></td>
<td>- long-term (more than a year)</td>
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<tr>
<td>Direction</td>
<td>- Targets targeted at specific market segments</td>
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<td></td>
<td>- general orientation directed at the general public</td>
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<tr>
<td>Intensity</td>
<td>- uniform</td>
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<tr>
<td></td>
<td>- growing</td>
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<td></td>
<td>- downhill</td>
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The purpose of advertising campaigns can be varied:
1) introduction of new goods and services on the market;
2) stimulation of sales of goods or increase the volume of sales of services;
3) switching demand from one product to another;
4) creation of a favorable image of the enterprise and goods;
5) ensuring the stability of representations from buyers and partners about a product or an enterprise.

Allocate the following key stages of an advertising campaign:
1. Analysis of the marketing situation;
2. Development of advertising goals;
3. Development of advertising strategy;
4. Determine the size of the advertising budget;
5. Identification of means of advertising, media planning;
6. Distribution of advertising budget for advertising measures;
7. Registration of the advertising campaign plan;
8. Development of advertising product;
9. Making and placing an advertising product;
10. Evaluation of the results of the advertising campaign. [2, p.12]

The marketer needs information about the volume of the audience to calculate potential advertising effectiveness. Data on the size and characteristics of the audience can be obtained from organizations for the study of media, printers or radio stations. In addition, the marketer needs to know the level of interest shown by the audience to one or another printing authority or station, as well as how closely the given audience closes with the characteristics of the planned market. [3, p.2]

There is a so-called "Algorithm for evaluating the effectiveness of an advertising campaign." Consider the main stages of evaluating the effectiveness of an advertising campaign. They include:
- assessment of compliance with marketing strategies;
- evaluation of the achieved results;
- assessment of achievement of marketing goals;
- assessment of the achievement of the goals of the advertising campaign;
- cost estimation for advertising campaign;
- assessment of the correspondence of the target audience;
- assessment of the success of positioning services;
- assessment of the realized idea and creative component;
- estimation of correctness of choice of channels of integrated marketing communications;
- formation of recommendations;
- general conclusions and recommendations. [4, p.1]

**Conclusion**

The most accurately determine the effect of the advertisement, it is possible only if the increase in sales of goods occurs immediately after the impact of advertising. This is most likely in the case of advertising of new goods of daily demand. Evaluating the effectiveness of the advertising campaign will obtain information on the advisability of advertising and the effectiveness of its individual tools, determine the conditions of optimal impact of advertising on potential customers.

**References**