ВЛАСЕНКО Н. А.

к-т техн. наук, доц.

Херсонський національний технічний університет

Бериславське шосе 24, м. Херсон, Україна, 73008

E-mail: vlasenko.natalya@kntu.net.ua

ORCID: 0000-0003-4137-6357

ВОСКРЕСЕНСЬКА О.Є.

к-т екон. наук, доц.

Херсонський національний технічний університет

Бериславське шосе 24, м. Херсон, Україна, 73008

E-mail: voskresenska.olena@kntu.net.ua

ORCID: 0000-0001-5465-3195

ВЛАСЕНКО А.Л.

Херсонський національний технічний університет

Бериславське шосе 24, м. Херсон, Україна, 73008

E-mail: vlasenko.anna9@gmail.com

ЗАБЕЗПЕЧЕННЯ КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВА ЧЕРЕЗ ДИЗАЙН ЗОВНІШНЬОЇ РЕКЛАМИ ЯК ЗАСІБ МАРКЕТИНГОВОЇ КОМУНІКАЦІЇ

Актуальність. Актуальність даної теми обумовлена тим, що увага всіх учасників бізнес-процесів до інструментів маркетингових комунікацій у просуванні продукції значно зростає. Доведено, що інформація, яка зібрана або отримана споживачами заради реклами, допомагає їм визначити відповідні характеристики товарів та оцінити ці товари, що дозволяє ранжувати покупцям їх уподобання та приймати рішення про вибір товару та його придбання. Таким чином основна цінність реклами полягає у корегуванні уподобань потенційних покупців в напрямі надання переваги тим продуктам, продаж яких складає інтереси їх продавців. Проте важливість реклами забезпечується також її впливом на звички, мислення та спосіб життя людей, формування їх поведінки, їх реакції на дії виробників. Застосування рекламних заходів у маркетингових комунікаціях виробника дозволяє йому встановлювати прямий контакт із потенційними споживачами, з якими встановити контакт за інших умов не є можливим.

Мета та завдання. Метою статті є дослідження особливостей дизайну зовнішньої реклами як ефективного засобу маркетингової комунікації.

Результати У даній роботі виокремлено найбільш важливі фактори дизайну зовнішньої реклами як засобу маркетингової комунікації, що впливають на рівень ефективності реклами. Доведено, що саме дизайн зовнішньої реклами є тією складовою розвитку підприємства, яка забезпечує досягнення найкращих результатів в доведенні інформації до споживача, що суттєво впливає на конкурентоспроможність. В умовах нестабільного, швидкоплинного зовнішнього середовища та загострення конкуренції серед логістичних підприємств, їх розвиток залежить від постійного пошуку та впровадження нових ідей, тому що інновації є основою розвитку підприємств.

Висновки. Стаття розкриває проблематику створення дизайну зовнішньої реклами як засобу маркетингової комунікації. Показує, що відмінною рисою зовнішньої реклами є те, що рекламне звернення має бути яскравим, і водночас простим і лаконічним, таким, що доносить головну ідею споживачу і спонукає його на конкретні дії, тобто побудованим на принципі мінімалізму.

Ключові слова: зовнішня реклама, дизайн, комунікація, споживач, маркетинг, попит, конкурентоспроможність.

VLASENKO N.A.

PhD in Technical Sciences, Associate Professor

Kherson National Technical University

Beryslav Shosse 24, Kherson, Ukraine, 73008

E-mail: vlasenko.natalya@kntu.net.ua

ORCID: 0000-0003-4137-6357

VOSKRESENSKA O.Ye.
Ph.D. in Economics, Associate Professor
Kherson National Technical University
Beryslav Shosse 24, Kherson, Ukraine, 73008
E-mail: voskresenska.olen@kntu.net.ua
ORCID: 0000-0001-5465-3195

VLASENKO A.L.
Kherson National Technical University
Beryslav Shosse 24, Kherson, Ukraine, 73008
E-mail: vlasenko.anna9@gmail.com

ENSURING COMPETITIVENESS OF ENTERPRISES THROUGH THE DESIGN OF EXTERNAL ADVERTISING AS A MEANS OF MARKETING COMMUNICATION

Topicality. The relevance of this topic is due to the fact that the attention of all participants in business processes to the tools of marketing communications in product promotion has increased significantly. It has been proven that the information collected or received by consumers for the purpose of advertising helps them to determine the relevant characteristics of goods and evaluate these goods, which allows customers to rank their preferences and make decisions about choosing a product and its purchase. Thus, the main relevance of advertising is being able to adjust the preferences of potential buyers in the direction of giving preference to those products whose sale is in the interests of their sellers. However, the importance of advertising is also ensured by its impact on the habits, thinking and lifestyle of people, the formation of their behavior, their reaction to the actions of producers. The use of advertising measures in the marketing communications of the manufacturer allows him to establish direct contact with potential consumers, with whom it is not possible to establish contact under other conditions.

Aim and tasks. The aim of the article is to study the design features of external advertising as an effective means of marketing communication.

Research results. This paper highlights the most important factors in the design of external advertising as a means of marketing communication that affect the level of advertising effectiveness. It is proved that the design of outdoor advertising is the component of enterprise development that ensures the achievement of the best results in bringing information to the consumer, which significantly affects competitiveness. In the conditions of unstable, fast-moving external environment and intensification of competition among enterprises, their development depends on constant search and introduction of new ideas as innovations are a basis of development of the enterprises.

Conclusion. The article reveals the problems of creating the design of outdoor advertising as a means of marketing communication. It shows that the distinguishing feature of outdoor advertising is that the advertising appeal should be bright, and at the same time simple and concise, such that conveys the main idea to the consumer and motivates him to concrete actions, ie built on the principle of minimalism.

Keywords: external advertising, design, communication, consumer, marketing, demand, competitiveness.

Problem statement and its connection with important scientific and practical tasks. One of the characteristics of the modern market is high competition among its participants, so today advertising is the basis of business. Communication policy in many areas of human activity comes to the fore. Organizations are faced with the priority task in choosing its type and methods of achieving the main goals - to create or maintain a high level of popularity of ideas or goods (services), to improve the image of the enterprise and its products, while making a profit [1 - 5].

Due to the globalization process ohodni world market is filled with products that meet similar needs; most products are identical, and new products can be copied by competitors. Given these conditions, the main factor of any business is a mutually beneficial relationship with consumers. In this regard, not the last place is occupied by marketing communications, such as advertising. And one of the most effective types of advertising is external, because it provides a visual perception of information

Analysis of recent publications on the problem. Advertising as one of the most important elements of marketing has been the subject of research in many works: L. Barnett, B. Bernbach, F. Jeffkins, F. Kotler, D. Ogilvi, J. Tarondo, A. Thompson, G. White, K.S. Hopkins, L. Balabanova, E. Golubkova, A. Iliashenko, T. Makarenko, E. Utkin, A. Shumeiko and others.

The issue of coverage of trends in the development of external advertising in Ukraine has not found a multilateral analysis. It is most often considered as a part of design in the context of finding the concept of future Ukrainian design in the works of O. Boichuk, V. Danylenko, V. Kosiv, N. Sbitneva and others. Based

on this, in order to develop a general scientifically sound approach to streamlining the complex concept of outdoor advertising in the urban environment, further research is needed.

Allocation of previously unsolved parts of the general problem. Experience shows that a modern market economy cannot exist without such an institution as advertising, which is one of the most important tools for market development. It (advertising) largely determines our image and lifestyle. Advertising is one of the most effective means of communication in marketing, which tries to translate the quality of goods and services into the language of consumer needs and requests. The main purpose of any advertising is to convince a potential consumer of the need to purchase the product or service in question [2].

Advertising, as one of the most common means of marketing communications, has become part of society. Under the influence of advertising, people, their habits, thinking, pace and lifestyle change. Advertising speaks using images, styles, symbols that penetrate the mind, forms the consumer's behavior, his reaction to the action of the manufacturer. Advertising is a means of marketing communication, through which the company can send messages to those potential consumers with whom direct contact is difficult and sometimes impossible to establish.

Since advertising is a source of information from the manufacturer, it is especially valuable for the consumer because it is different from other sources. It is important for the consumer that the effectiveness of the advertising message addressed to him is higher than the efficiency achieved by searching for the same information by other means. The consumer receives advertising information at minimal cost.

The importance of advertising is also determined by the fact that the information collected or received by consumers helps them to identify the relevant characteristics of goods and evaluate these goods. As a result of this phase, buyers rank their preferences and make purchasing decisions. The process of forming preferences, of course, is significantly influenced by advertising, directly contributing to the choice of a product.

Formulation of research objectives (problem statement). This research proposes to study the design features of external advertising as a means of marketing communication.

An outline of the main results and their justification. The formation of the external advertising market in Ukraine coincided with the beginning of the process of market reforms in the 1990s, and in less than ten years its volume reached a huge size. But business success today requires a non-trivial approach, because when advertising first began to spread, it was really effective. Now it is quite difficult to impress the audience with something, you need to stand out from the competition to stop the attention of passers-by on the right ad.

Consumers constantly see various carriers of advertising in an everyday life. They practically don't pay to it attention, but at subconscious level is remembered this information.

In the process of creating an advertising appeal, two main tools of influence are used, namely word and image, verbal (written or oral) and visual (image or video), which provide communication with consumers of the target audience (Fig. 1). Advertising may also include sound (music or background), tactile components (for example, touch).

Advertising visibility is always different from all other creative ideas and helps to increase sales efficiency. It is no coincidence that there is a folk wisdom that «A picture is worth a thousand words». Therefore, the advertisement should be designed in such a way that its design allows the consumer to understand the idea of the advertising message quickly and easily. Taking this into consideration, it requires an active search for original advertising ideas, which means that advertisers, even at the level of informative advertising, should prefer its creativity, as one that has non-standard visual solutions, visual semantics, dual meanings, use of advertised object in unusual situations. Design and marketing evaluation of goods (services) from the standpoint of consumer qualities in accordance with existing market characteristics is extremely necessary, and design and market characteristics are defined as a set of interdependent components [6].

External advertising is one of the main means of advertising, the media of which are placed outdoors. Today it is a segment of the advertising market that is developing dynamically, because external advertising is one of the most flexible and convenient means of advertising, which allows you to establish contact with the consumer and convey to him the necessary and specific information about the product. In this sense, external advertising combines the best qualities of advertising on radio, TV, etc. External advertising, especially electronic night one, has become a sign of a big city, it performs not only marketing functions, but also enlivens the urban space (Fig. 2).

At the same time, it has a stronger effect on consumers, the more they have internal compliance, willingness to accept new information. If there is no such readiness, then consumers either refuse to trust the

sources of information, or simply block it, using sources with a more reliable component. Therefore, the central place in the creation of all types of external advertising is the development of design of advertising materials [7].

Fig. 1. Layout of the advertising message (developed by [5])

Fig. 2. Night advertising, neon signs (photo by the author)

One of the types of transmission of advertising information in this environment is the city-light, billboards, images and exclusive designs (Fig. 3, Fig. 4), which are design systems [8]. The specificity of such objects of advertising as art is the concentrated delivery of information to the consumer through the image-emotional sphere and through close interaction with the environment. This principle of interaction is used in practice by modern designers, but today there is no theoretical justification. Thus, for the qualitative development of external advertising design, its project-graphic language must be formed on the basis of cultural consciousness and revival of interests in the history of Ukrainian design, appeal to the study of Ukrainian culture and way of life. The appeal to the archetypes of Ukrainian culture in the context of design should not be reduced to duplicating samples of decorative and applied arts and transferring them to a new professional field, because it usually leads to stylistic homogeneity of variation of different design and graphic objects of the past. Despite the stylization and modernization, such forms undergo aesthetic "exhaustion" very quickly.

A distinctive feature of external advertising is that the advertising appeal should be bright, and at the same time simple and concise, such that conveys the main idea to the consumer and motivates him to specific actions, i.e. built on the principle of minimalism, as often perceived by the recipient through public transport while driving on the street for only 3 - 6 seconds. An advertisement placed on billboards is well remembered if it consists of only a few words, is written in large font, uses bright colors and is located on the right side of the street in the direction of traffic.

Fig. 3. Outdoor advertising of the seafood stores chain "Forellis" (photo by the author)

Fig. 4. Billboard (photo by the author)

Large graphics have a special psychological effect and work 24 hours a day. Also an important role for its perception is played by such parameters as: visual angle, point of view, height of placement, coverage sector, lighting [10].

External advertising, which today fills the central streets and squares of our cities, can not fulfill its main function – to attract attention. The design of the advertising appeal is one of the most difficult tasks facing the manufacturer, given that the graphic component of the image of external advertising, similar to the three-dimensional design, must undergo its own specific process of unification and standardization (Fig. 5).

This process will largely force designers to abandon the creation of multi-subject and detailed artistic and figurative iconic images, while the priority should be conciseness in shape, contour and silhouette.

Central place at the creation of all types of external advertising is the development of advertising materials. It (design) is especially important, because in a modern city advertising surrounds people on all sides. This means that it is difficult to attract the attention of those who need the advertised goods and services. In this regard, you need to pay attention to the following rules:

Fig. 5. An example of creative outdoor advertising [9]

- Competently composed layout will quickly convey to the audience the content of the image. A stylish, easy-to-remember trademark (logo) will make a passer-by hold the image and catch the advertising link. To do this, it is placed in the upper left corner of the poster field.

- The thought should be bright, the text clear, the composition simple.

- Ease of perception. External advertising should not be overloaded with text. For a quick and complete message, it is enough to limit yourself to six words.

- External advertising media should not contain small details: the font is developed legibly, clearly, which is well perceived both from a long and short distance. Chopped fonts are usually used for the slogan, without additional elements and notches.

- The color scheme of the layout is based on contrasts (for example, bright concise graphics are placed on a light background). If the elements in the image that make up the composition are made in warm colors, cold shades are used for the background. . Colour should rivet attention, be allocated against environment. The contrast colour draws a sight and help to inform a marketing plan.

- It is known that certain shades affect a person's behavior and subconscious because they are focused on feelings. Yellow, red (warm colors excite, symbolizing energy and strength), blue, green (calming, clarifying thoughts) - the most popular colors in external advertising.

- When choosing between a photo and a picture, keep in mind that a photo is a more effective option. And portrait images attract maximum attention, especially if the gaze is directed at the audience.

- The most awful that it is possible to admit by working out of external advertising is a grammatical error.

• Researches in the neuromarketing area have established that the offers which are clearing up emotions, are remembered better [9, 11].

All external advertising that is designed for visual perception is light, this is primarily due to the fact that people see it this way. For example, even in the daytime, in the shade of tall buildings, natural light may not be enough. When night falls, illumination is definitely indispensable. In the dark, the most original print on the banner will go unnoticed if you do not "help" it with lighting. The next thing to consider is that modern life has a huge rhythm, the target audience can hardly sleep, so the advertising highlight pays off. Based on this, a little extra light for nighttime advertising can bring additional customers if it is creative and functional at the same time. The easiest way to light something is to turn on the lamp. The main task will be achieved: advertising is visible 2-3 times longer (for the same placement period). In addition, NTP presented a new type of lighting devices based on LEDs. The ad industry reacted very quickly to this. Interactive ads always get extra attention. If it is possible to involve passers-by in the game, it is even more so. For example, a motion sensor in an advertisement can light up different parts of a billboard. This is another way to get extra attention bonuses without additional placement fees.

Using a working clock in an advertisement or a thermometer is another avenue for getting attention. The watch perfectly attracts the eyes of passers-by. If the clock is glowing, the effect is round-the-clock. One of the areas of contemporary art such as "painting with shadows" can be used in advertising, although this is a more costly method.

It should also be remembered that when reviewing a properly constructed concept of advertising, the uniqueness of the idea and the imagery of the sketch sometimes depends on the "fate" of the product or service offered to the consumer. Design is an art, and advertising design is the art of beautiful sales.

It should be noted that recent years have been characterized by intensive growth of the advertising market, which has led to oversaturation of the streets with low-quality advertising media which they are designed. But it will not cause consumer dissatisfaction, which significantly affects the effectiveness of advertising activities.

Conclusions and perspectives of further research. Advertising is a catalyst for any business. Its main purpose is to inform about goods and services. Today, visual communication and external advertising, it is becoming an increasingly powerful tool in the field of marketing, because this type of advertising provides many opportunities for manufacturers and is in demand among consumers. Therefore, it is necessary to constantly improve the principles of filling the urban environment with external advertising; to unify the design and graphic language, to stimulate the introduction of high-tech objects of outdoor advertising, to promote the conceptual development of Ukrainian design.

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