

The main advantages:

- Cooperating advertising allows marketers to expand their advertising opportunities;
- The quality of advertising can be very high, which is especially important for small retail properties;
- With the help of cooperative advertising trader can get a discount for the amount of all its advertising, including joint.

The main disadvantages:

- Despite the fact that the trading company pays only 50% of the cost of advertising, this amount may be disproportionately high compared with the resulting sales and earnings.
- In most advertising appeals highlights the dignity of the manufacturer brand and trade name of the company receive relatively little time (space).
- Cooperating advertising is also associated with a large number of approvals. Many advertising agencies have special departments of the joint advertising. Their employee's help traders find manufacturing partners and provide all documents between the parties. Many small traders discourage just paperwork.

In general, cooperated advertising is a very lucrative way of a joint presentation on the market as manufacturers and trade organizations. Cooperating advertising is most effective in the case where the advertised brand is a trendsetter or another leader in its field.

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THE ROLE OF ADVERTISING IN MARKETING STRATEGY

Key words: advertising, marketing strategy

Marketing is a creative management activity closely related to other company's activities on producing goods and services, and is aimed to meeting the requirements on the basis of the continuous market analysis in order to obtain the maximum profit.

This definition reveals the essence of marketing as a subject of management, depending on other activities: production, design, research, trade, human resources, finance etc. Regulations on the continuous study of the consumer market and all types of activity that accompany the movement of goods from businesses to end-consumers reveal a content of marketing - the necessity of constant market research caused by consumers' changing needs and tastes. At that, manufacturers and sellers should jointly carry out complete and accurate market research as industrial enterprises cannot do any research at the required level.

Advertising takes a special place in the marketing system. It is often singled out as a separate branch; however, as is demonstrated globally the most effective advertising is only within the marketing system. Advertising is an effective means of influencing consumers in the communication process.

One of the main elements of the marketing communication process is an appeal that is a means through which marketing communication is transformed. While forming an appeal attention is focused on several issues. The first of them is what to say the target audience. This is the content of an appeal, the presence of rational, emotional or other reasons that can be attractive for consumers. The second problem consists in how to say it, how to enhance the impact of the appeal, how to choose a form of symbolic embodiment of the appeal. The third problem is when, where and how many times to say to make an appeal attractive and to reach the goal.

The objective of advertising is to attract attention, arouse interest, convey information to consumers and make them act in a certain way. Developing a product is not a sufficient thing, it is important that a product be found by a consumer. So advertising appeal should tell something important and interesting to consumers, something exclusive, special, what is not found in other products. A appeal in advertising must be truthful, traceable and understandable, delivered in time to draw a buyer's attention to the advertised product (service) and get them buy it.

Within a single marketing strategy advertising impacts actively the production, which should produce only products meeting market demands.

Modern advertising as a logical element of marketing not only creates demand, but also controls the target audience's demand. A market is a set of specific segments formed according to consumers' tastes and needs. Through advertising, a company can attract a large number of buyers and, as a result, earn profit.

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SPONSORSHIP

Key words: sponsorship, corporate sponsor

Seeking to meet certain criteria of corporate social responsibility, many companies have chosen the way of sponsorship.

The website marketingprofs.com says following about sponsorship:

Sponsorship is a type of partnership where two or more organizations join together in a common venture. Companies sponsor all kinds of events. Corporate sponsors provide financial support and other resources in exchange for the right to associate their brand with the event.

Sponsorship provide effective targeting. Sponsorship associate a brand with the culture, image and attitude of an event team or personality.

Sponsorship are interactive – the brand and the consumer can meet. Official sponsors can set up hospitality packages. For example, sponsors of Formula One and other motor races often organize VIP receptions for the most important guests in the hospitality tent.

The success of the sponsorship depends on the strength and integrity of the sponsored organization, or sponsee. There are some risk factors, such as the potential