

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.

**Kobzar T.**  
**Reshetilova T., research supervisor**  
**National Mining University**

## 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](http://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

negative impact on your brand caused reputation of sponsee. It is possible to sever your partnership.

Global sponsorship spending is now over \$20 billion. Sponsorship spending includes both buying rights (acquiring or securing sponsorship rights) and also exploiting the rights (getting the most out of owning the rights by developing exploitation activities, such as producing adverts or manufacturing gifts). Being a unique (or exclusive) sponsor, where the sponsor has the exclusive rights, costs more than being a joint sponsor, where the rights are shared with another brand.

Distinguish these types of sponsorship:

- 1) Art sponsorship: some companies decide to be patrons of the arts and sponsor an artist or artistic event.
- 2) Educational sponsorship: a company sponsors a school, university or educational programme.
- 3) Sport sponsorship: the brand sponsors a sport team or event. Worldwide events, such as the Olympic Games or the FIFA World Cup, have often been victims of ambush marketing, where a company that is not an official sponsor or partner tries to associate itself in the consumer's minds with the event. Then they can create the impression of being a worldwide partner, without paying sponsorship fees.
- 4) Cause related sponsorship: this is a sponsorship deal between a company and a good cause or charity, non-profit organizations.

It is expedient to consider sponsorship on a concrete example. A well-known network for the European population is JYSK GROUP that takes responsibility in many different forms and it is a good example of effective sponsorship. JYSK is a global retail chain that sells 'everything for the home', is a leader on the European market in all articles for home interior. The JYSK GROUP is organized into the following subsidiaries: JYSK NORDIC, JYSK FRANCHISE and DÄNISCHES BETTENLAGER.

Since 2006, JYSK NORDIC and DÄNISCHES BETTENLAGER have been members of the Business Social Compliance Initiative (BSCI), which is an international training and control system for suppliers. JYSK is working actively to promote sustainable forestry through its membership of the Forest Stewardship Council® (FSC). The FSC is an internationally recognized, non-profit organization. JYSK NORDIC and DÄNISCHES BETTEN LAGER are members and co-founders of The Forest Trust (TFT).

JYSK GROUP actively supports sports. Much of sponsorship money goes towards culture and sport. The main area of sponsorship is disabled athletics, which JYSK have supported since 1989. In addition, JYSK also supports many other cultural and athletic institutions, for example as title sponsor of JYSK Arena in Silkeborg, Denmark, which forms the backdrop for both cultural and sporting events. Sports organizations for the disabled in Denmark, Norway, Sweden and Finland receive support from JYSK NORDIC each year. At the same time, JYSK FRANCHISE supports athletics for the disabled in Iceland, the Faroe Islands and Canada.

JYSK GROUP and the owner of the group, Lars Larsen, also make a difference within other types of sports. For example, DÄNISCHES BETTEN LAGER is the

main sponsor of the German handball giants, SG Flensburg Handewitt, while JYSK NORDIC sponsors the handball club BSV, among others.

JYSK also supports charitable causes and works together with Save the Children and Danchurchsocial. Furthermore, JYSK donate a significant sum each year to Danmarks Indsamling, a telethon fundraiser that supports humanitarian causes in Africa and elsewhere. For the tenth consecutive year, JYSK NORDIC showed its support for the Danish Cancer Society's fight against breast cancer.

Thereby sponsorship is an important area of the JYSK network that has a positive effect on its image and increase awareness of the brand. In addition, company's social activity deepens the trust of clients and attracts new customers. The network is constantly evolving opening new outlets all over the Europe.

References:

1. Electronic resource. – Access mode: [<http://www.jysk.com/>]
2. Yearly summary from JYSK GROUP (2014/2015) Cate Farrall, Marianne Lindsley. Edition: ISBN, 2008. Cambridge University Press. Professional English in Use: Marketing.

**Kokorewa .  
Evseytseva O., research supervisor  
Kyiv's National University of Technologies and Design**

## **STATISTICAL STUDY OF PRODUCTS IMPLEMENTATION**

*Key words: sale of products, statistical methods*

Any company, before you start producing our own products, would conduct many of the statistical studies. One of the most important among them is the statistical study of produced goods. The product is considered implemented if it received funds from the buyer to the account of the entrepreneur. In the case of prepayment products are considered to be implemented as its shipment, and in barter exchange – if you receive goods in exchange for a corresponding value of the dispatched goods on which duly executed documents. To achieve the objectives of the marketer (which usually is responsible for this area) should do the following: you need to study the demand for products, sales markets, and their capacity, actual and potential competitors, potential buyers, the ability to organize production at a competitive price. depend on the final results, updating of fixed capital, its structure, and ultimately the financial stability of the enterprise. Historical development of the economy has changed the factors that determine the volume of sales. If it could decide the enterprise, now that competition is growing and rapidly saturated the market, on the contrary, the potential volume of sales is the basis for the development of the production program. Product sales is the link between the producer and the consumer. From how products are sold, what is the demand in the market depends on the volume of its production. Therefore, the relevance of statistical research of the product realization is the need for analysis that allows the company to produce only those goods that it can effectively and profitably implement, also in the right amount.