

Scheneva A.
E.I. Shevcova, research supervisor
Dnepropetrovsk National University

BANKING SPHERE ADVERTISING FEATURES

Bank marketing comes as a modern management process market tool, both with development of new products, and is the important part of financial institution's competitiveness. Communication policy is one of the marketing activity directions. It appears as client-bank communication method system, which is directed to additional compulsion of services consumption.

Advertising is widely used as a method of the non-personal communications. Its effectiveness appears in substantial growth of bank popularity and has considerable influence on its work results.

Banking sphere advertising has some features.

1. For the bank advertising the task of stimuli and motivations precise determination on which advertising message is based on, becomes not only important, but a decisional one question.

2. Lacking of possibilities to show its products directly through its immateriality, bank has to use producer image as a method of persuasion, rightly thinking that positive attitude to him will be automatically extended to the services given.

3. Individuality of bank services.

Every bank services consumer is individualized in the eyes of salesperson. In addition, banks always work with more or less permanent customers. Many of the services which are given by bank to its clients, are long-term ones. Therefore methods, called to show personal contact, personify client-bank link, are used in bank advertising considerably more often, than in other types of advertising, creating in general and whole mutual aura of trust.

4. Trust factor in a bank sphere is basic and decisional. That is why a trust and reliability themes are the most popular in the bank advertising from the initial steps of bank advertising market creation and to this day, and are often spread in the whole world.

5. Variety of services which are given by banks, can be legally considered as index which distinguishes bank advertising from all other types of advertising.

Usually, banks maintain their own independent advertising campaigns for each service, but they are linked together by the unique style of advertising material presentation.

6. Bank has to spend money again and again after holding a advertising campaign, It is connected with two reasons.

Firstly, it must constantly remind to audience about its presence and about the financial successes after one time declaring about itself, otherwise absence of advertising will be perceived as a financial crisis.

Secondly, there are seasonal vibrations at the bank services market. Therefore advertising campaign must be planned taking into account the business activity natural vibrations.

Bank advertising, as well as any other advertising, called to influence on an customer. Perception of bank by the client consists of two components: cognitive (rational) and emotional.

Today banks use the television and external advertising wider than before. Thus, advertising basis lays on the approving replies of clients in behalf of product, underlining the benefits of collaboration with a bank. For realization of such advertising both «mind leaders» and ordinary clients can be attracted.

«Sincere advertising» is become more and more widespread. Application of such form is based on the granting of reliable and objective information about the products offered with the special highlight of those advantages which can satisfy specific consumer need.

Usage of the animated tools and symbolic characters in the advertising campaign can raise images' attractiveness and singularity, and soften bank «inaccessibility» image.

Educational advertising form is used when it is necessary to accent attention on the features of the usage of some product, and also as a method of obtaining information about it.

Special type of advertising is underlining of professional craftsmanship, which quite often become a decisional factor in the client decision concerning bank.

To give advertising information to business clients lotteries are hold using cheque-books numbers or current accounts numbers; small bonuses transferred to the clients' accounts: «For thousandth payment», «For ten thousandth payment»; «client-bank» system connection with a free modem usage, etc.

Bank business is venture, i.e. risky by its nature, and banks are dependent from the relation of business circuits and structures. Therefore bank image forming strategy should bear complex and creative character.