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## **ADVERTISING AS A MARKETING ELEMENT**

Advertising is an essential part of business. It is necessary either for the manufacturer or for the buyer. Advertising is necessary for the manufacturer because they produce knowledge about it, create preferences, stimulate thoughts and actions about the product. Advertising is one of the most important factors in accelerating the distribution of the products. And it is necessary for the buyer because we learn information about the product from advertising. Advertising gives the information to the consumer about the seller or his goods, the prices for these goods, information about the place of sale. For many consumers local advertising became the assistant and the guidebook on shops. Also advertising often "tells" about improvements of the goods, changes in quality, etc.

Advertising is a form of mass selling, employed when the use of direct, person-to-person selling is impractical, impossible, or simply inefficient.

Advertising messages are disseminated through numerous and varied channels or media. In descending order of money volume, the major media in Ukraine are newspapers, television, direct mail, radio, magazines, business publications, outdoor and transit advertising, and farm publications.

In our country a wide range of advertising media has been developed from sources which potential importance formerly was ignored. Delivery trucks, once plainly painted, now often carry institutional or product messages, as do many shipping cartoons. Some packages carry advertising for products other than those contained in them. Wrapping paper and shopping bags bearing advertisements are also means of advertising that are used widely by retail big shops.

Advertising is one of the most costly and complicated elements of marketing. Therefore advertising should be effective. Advertising is effective only when meets the following requirements:

1. Market characteristics of the goods are precisely formulated – advertising contains specific information of its use, differences from the goods of competitors;
2. Advertisement promises the consumer essential benefits at purchasing the goods, the advantages of which are given, positive features are singled out in

headings of advertising, in illustrations and even in the stylistics of the text and graphic materials;

3. Advertisement contains successful advertising idea - original, attractive, and at the same time easy for understanding and recognition;

4. Advertising creates and introduces in consciousness the clear image of the goods which is thought over in details - a stereotype increasing its value in opinion of consumers;

5. Advertising emphasizes high quality of the offered goods and at the same time itself associates with this high quality;

6. It is original and consequently it is not boring, does not repeat the known, bothered decisions;

7. Advertising has an exact target orientation, reflecting different searches, desires, interests of concrete consumers and informing them so that taking into account distinctions of a consumer, it demands certain advertising audience;

8. Advertising gains the attention of the audience that is reached by successful art and text decisions, placement of the advertisement in mass media using high reputation;

9. Advertising emphasizes new unique features and properties of the goods that is the precondition of its success in the market and the most working part of advertising argument;

10. Advertising concentrates attention on the main thing, not complicating, offers only that is important for the consumer, and addresses directly to him.

Advertising is a kind of activity which purpose is realization of marketing or other industrial tasks of enterprises and public organizations by distribution of the information paid by them, generated so that to render influence on mass or individual consciousness, causing the reaction of the chosen consumer audience