

presentation of one or more customer's proof of purchase, and 3) the issuance of free samples of the product to the customer in order he could taste it or test its operation. One of the most effective ways to motivate "in kind" is goods-awards.

The award is a product offered at very low prices or free of charge, as incentives for the product purchase. Award "for packing" accompanies the product being inside or outside of the package. Bonus may be a packaging as well when it is a reusable container. The bonus should be useful for the customer to induce him to make any new or re-purchase. This may be something for kids (toys of most popular movie characters, puzzles, handheld games) or something for adults (in addition to buying a modest but useful gift). Quite popular is the so-called self-paid bonus when the customer is offered a high-quality set of two products - one for full price, the other is at a significant discount (usually it is sold at wholesale prices, without mark-ups). Royalty free mailing prize is a commodity that is sent to customers who provided proof of purchase of the goods, for example, the cover of the box.

Promotion with products-awards is possible using in case of following three recommendations:

1) it is necessary to determine exactly how many purchases should make the customer to get the prize. The basis for calculating the statistics can be frequency of repeat purchases that prevailed for a product in a particular outlet. Number of purchases cannot be too large, because in this case, many potential buyers will not take part in the action. But this number can't be too small, because then there will be too many those who want to get the prize;

2) this method can only be used in respect of goods that have reached the stage of maturity that is well known in the market; the same premium must be logically justified and original.

3) the premium should increase the value of the product and enhance the reputation of the manufacturer in the eyes of the buyer. Thus, it can't reduce the prestige of the purchasing. Definition of product-awards requires a careful study of the target audience (children, adults, family groups, etc.).

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## **THE SPECIFIC NATURE OF SOCIAL ADVERTISING**

Social advertising is a form of communication that focuses on drawing attention to the vital problems of society and its moral values. The purpose of the social advertising is the humanization of society and the formation of moral values. The mission of social advertising is the change of the behavioral patterns of society. Social advertising carries the information presented in a concise, artistically expressed form. It is able to bring to consciousness and attention of people the most important facts and information about the existing problems in society. It is addressed to anyone and everyone. The abilities of such advertising are wide, and the results of promotional activities can be beneficial. Therefore social advertising may be used as

a tool for public involvement in social processes. In this regard, the interest in social advertising is big enough.

The objectives of social advertising can be formulated as follows: forming public opinion, drawing attention to the issues of public life, intensification of actions to solve them, creating a positive attitude to government agencies, demonstration of corporate social responsibility, strengthening socially significant institutions of civil society, developing new types of social relations, changing behavioral patterns of society.

There are several groups of social advertising:

1. Advertising a certain lifestyle.
2. Advertising the law, constitutional rights and freedoms.
3. Patriotic advertising.

The principle of social advertising is the inability of persecution of commercial or political purposes, as well as references to specific commercial brands, organizations, products, and political parties and individual politicians.

There are two levels of social advertising: 1) advertising, designed to introduce or consolidate specific rules and regulations (which is associated with a set of specific actions), and describes the "image of the world"; 2) advertising, which gives a perfect picture of "strategic" approach to life, to which the alleged right actions are "embedded" as a logical element.

Social advertising uses the same set of tools as a commercial one: TV commercials, print, outdoor, transport advertising, etc. The main difference of social advertising is in commercial purposes.

Social advertising is economically advantageous to the state in the long run, since the elimination of many social problems leads to a state welfare (for example, the health of the nation, receipt in full of taxes, etc.).

Manufacture of social advertising is an element of social responsibility. The degree of responsibility in social advertising is extremely high, so that advertising may give the opposite effect.

The need to solve social problems increases the importance of this type of advertising and sets targets for further development. However, it should be noted that while the existing set of research and journalistic materials about social advertising, the phenomenon is not fully studied.

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## **EXHIBITION ACTIVITIES AS MEANS OF MARKETING COMMUNICATIONS FORMATION**

Effective tool of businesses enterprise influence to the consumer in the goods and services market, on the profit size, reliable information obtaining, image formation in the face of fierce competition are the exhibitions. Participation in exhibitions and fairs is an effective and powerful tool for the formation of companies'