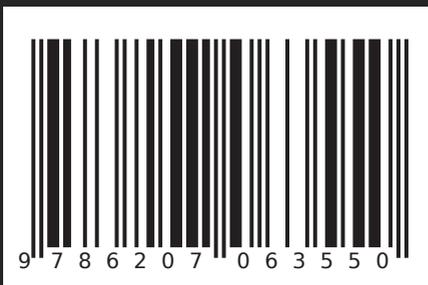


Modern advertising market

The collection presents the works of young researchers - students of the Institute of Journalism of the Belarusian State University Irina Vysotskaya, Yulia Demeshko, Polina Dolgoplova, Victoria Puzatko, Polina Sarvilina, Daria Shablinskaya, whose attention is focused on the current trends in the development of the modern advertising market of the Commonwealth of Independent States, Europe and Asia. The relevance of this topic is explained by the fact that in the current conditions advertising becomes an important factor of socio-economic, social and cultural development. It forms a significant part of the economic space, promotes the development of entrepreneurship, competition, market relations - all that is especially important for the socio-economic development of the Republic of Belarus, where various measures are now being taken to create favourable conditions for advertising activities. Systematic study, generalisation and introduction into practice of the best foreign experience in the development of the advertising market is one of the important conditions for the successful formation of Belarusian advertising. The possibilities of using foreign experience in Belarus are discussed in this collective research.



Almost fifteen years of teaching experience at the Department of Foreign Journalism and Literature of the Institute of Journalism of the Belarusian State University. Author of methodological complexes for such academic disciplines as "The World Advertising Industry" and "International Issues in the Mass Media of the Republic of Belarus".



Modern advertising market

Collection of articles

Boris Zalessky

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Table of contents

CHAPTER 1	2
CHAPTER 2	13
CHAPTER 3	18
CHAPTER 4	22
CHAPTER 5	27
CHAPTER 6	33
CHAPTER 7	37
CHAPTER 8	42
CHAPTER 9	47
CHAPTER 10	52
CHAPTER 11	57
CHAPTER 12	62

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CHAPTER 1

Boris Zalessky

Advertising market in Belarus: segments and trends

In February 2017, a meeting of the board of the Ministry of Information of the Republic of Belarus considered the results of the activities of the country's information and media industry units in the past year. It was noted that "2016 consolidated the negative trend of falling subscriptions to state periodicals. Among other things, the local press <...> is reducing its circulation. It is necessary to take effective steps to maintain and increase the readership"¹. And there was also a very specific demand of the Belarusian government to take exhaustive measures to restore the volume of the advertising market so that "advertising revenues grow, that is, to emphasise effective work with advertisers, and not just sit and wait for subsidies. Advertising should be engaged"².

Statistics show that crisis phenomena in Belarusian advertising began to be observed as early as 2015, when for the first time since 2009 negative dynamics of its development was noted, with the profitability of the Belarusian advertising market decreasing by 40 per cent at once. At that time, "the reduction of advertising budgets had the greatest impact on the markets of television and print advertising due to the high cost of one and low efficiency of the other in the conditions of alternative sources of information"³. To be absolutely precise, TV and radio companies and print editions lost up to half of their advertising budgets at that time and were forced to suspend a number of projects. And the markets of Internet advertising and related mobile

¹ Ananich urged media managers to use all reserves to preserve subscription circulation [Electronic resu4rs]. - 2017. - URL:

<http://www.belta.by/society/view/ananich-prizvala-rukovoditelej-smi-zadejstvovat-vse-rezervy-dlja-sohraneniija-podpisnyh-tirazhez-231658-2017/>

² Vasył Zharko took part in the meeting of the board of the Ministry of Information [Electronic resource]. - 2017. - URL: <http://www.government.by/ru/content/7014>

³ Gavrilova, V. The share of the Internet in the total advertising costs in Belarus has increased from 8% to 22% since 2010 / V. Gavrilova // [Electronic resource]. - 2016. - URL: <http://www.belta.by/economics/view/dolja-interneta-v-obschem-objeme-reklamnyh-zatrat-v-belarusi-s-2010-goda-uvelicilas-s-8-do-22-210077-2016/>.

advertising suffered the least in those conditions.

These figures are also interesting: between 2010 and 2015, the number of business entities engaged in the production and placement of advertising in Belarus increased one and a half times. At the end of 2015, there were already 744 of them. Nevertheless, in the same year of 2015, "budgets for food advertising decreased by 9%, advertising budgets for cosmetics, perfumes, and other manufactured goods - by 16%, retailers reduced their advertising budgets by 17%, and advertising of footwear and leather goods fell by half"⁴. All these facts testify to the obvious conclusion: the advertising market of Belarus is experiencing a serious crisis, in the context of which all stakeholders need to work out coordinated measures to overcome it.

Apparently, the main anti-crisis document in these conditions should be the Concept of the Belarusian advertising market development for 2017-2020, which is still under approval by the interested structures, but in many respects differs from similar documents created earlier. The fact is that the previous Concept of the advertising market development in the Republic of Belarus for the period up to 2014 was developed by the state authorities from the beginning to the end. This time the initiative to form the concept was transferred to the expert community in order to eventually "liberalise the Belarusian advertising market, as well as to optimise and simplify administrative procedures, taking into account the contractual relations"⁵ of the Republic of Belarus with the Eurasian Economic Union. We must assume that this time the proposals of the advertising market participants themselves will be really taken into account in the final document.

For example, the Association of Advertising Organisations (ARO), which unites 25 companies representing more than 50 organisations in Belarus in the field of advertising, marketing and communications, has prepared its strategic proposals for the new concept. In particular, the association proposes to activate and stimulate the

⁴ Belarusian advertising market showed a decline for the first time since 2009 [Electronic resource]. - 2015. - URL: <https://sputnik.by/society/20151128/1018678067.html>

⁵ Gavrilova, V. In 2017-2019 the advertising market of Belarus is planned to liberalise / V. Gavrilova // [Electronic resource]. - 2016. - URL: <http://www.belta.by/society/view/v-2017-2019-godah-rynok-reklamy-belarusi-planiruetsja-liberalizovat-210070-2016/>

marketing activity of local producers in key domestic industries, which include the production of pharmaceuticals, dairy products, confectionery and chocolate, beer, cosmetics and household chemicals, meat and sausages.

The project of the Association of Communication and Marketing Agencies (ACMA) of Belarus includes priority issues aimed at simplifying and liberalising legislation on advertising and attracting investment in the industry. They include: cancellation of the ban on the use of human images in advertising of beer and low-alcohol beverages and inclusion of non-alcoholic beer in the list of those allowed to advertise without restrictions; permission to use sponsorship for the production of social advertising and mentioning sponsors in it; permission to put advertising on the side windows of public transport; development of recommendations on tenders for enterprises of different forms of ownership with giving them the status of a normative legal act and formation of unified criteria The ACMA's proposal to increase the number of "unfinished construction sites, unimproved territories, and building facades used for advertising carriers"⁶ and to provide equal access to such sites for market participants also attracts attention.

The ultimate goal of the new Concept for the Development of the Belarusian Advertising Market for 2017-2020 is, first of all, to outline realistic ways to increase returns in today's conditions from all segments of this market, the most promising of which in Belarus include TV advertising, online advertising and outdoor advertising.

Advertising on television in the Republic of Belarus is traditionally the most effective and demanded segment of the advertising market. This is despite the fact that Belarusian legislation limits the time of placement and distribution of advertisements on television and regulates the time of interruption of programmes by advertisements. There are also requirements limiting the sound level of advertising messages. In addition, television is one of the most expensive sources of advertising distribution and there is no tendency for its cost to decrease. Nevertheless, "since about 80% of the Belarusian population watches television every day, the effectiveness of television

⁶ The expert community has developed proposals for the development of the advertising market in Belarus [Electronic resource]. - 2016. - URL: <https://normativka.by/news/show/20460/>

advertising is high, so in the future television will play a leading role in the advertising market of Belarus"⁷ .

It should be noted in this connection that in different years the share of television advertising in the structure of the Belarusian advertising market fluctuated significantly, but this did not prevent it from maintaining its leading position. Thus, "in the first half of 2009, TV advertising accounted for 32 per cent"⁸ . In 2013, television already accounted for 55 per cent of advertising messages. Even in 2015, which was a particularly difficult year for state TV channels, when "we could not help but feel the loss of the lion's share of advertising money, so we left some entertainment programmes for later"⁹ , when the advertising market almost halved, nevertheless "50 percent of the advertising market was occupied by TV advertising"¹⁰ .

In 2016, television continued to be the main advertising medium in Belarus, where it was the most popular and most consumed media with an average daily reach of 72.2 per cent of the audience and an average daily viewing time of 3 hours and 46 minutes. Moreover, "starting from the third quarter of 2016, the Belarusian TV advertising market has reached a steady growth rate"¹¹ . This positive dynamics may have been influenced by the trends that were observed in the Belarusian television advertising market. One of them was the change of the leader in budget-forming product categories. According to the results of the first nine months of 2016, the first positions among advertisers were occupied by trade organisations, whose TV

⁷ Yakovleva, R.V. Effectiveness of television advertising in the Republic of Belarus : a sociological analysis / R.V. Yakovleva // National Economy of the Republic of Belarus: problems and prospects of development : proceedings of the VII International Scientific and Practical Conference of Students (Minsk, 16-17 April 2014). - Minsk : RIVSH, 2014. - C. 323.

⁸ Concept of the advertising market development in the Republic of Belarus for the period up to 2014 [Electronic resource]. - 2010. - URL:

<http://pravo.levonevskv.org/bazabv11/republic07/text814.htm>

⁹ Koziyatko, Y. Better earlier than later / Y. Koziyatko // [Electronic resource]. - 2016. - URL:

https://www.sb.by/articles/luchshe-ranshe-chem-pozzhe-09012016.html?AJAX_MONTH=7&AJAX_YEAR=2016

¹⁰ Lavnikovich, D. Belarusian advertising market: problems and forecasts / D. Lavnikovich // [Electronic resource]. - 2016. - URL: http://bdg.by/news/authors/belorusskiy-rynok-reklamy-problemy-i-pro_gnozy

¹¹ Forecast of development of the television advertising market of Belarus for 2017 [Electronic resource]. - 2016. - URL:<http://vi-minsk.com/upload/medialibrary/970/9702f19b3452b649091a451734578766.pdf>

advertising expenditures in roubles increased by 44% compared to the same period of 2015, having pushed the advertising of medicines to the second position. Some other categories of advertisers also saw good growth in the volume of TV advertising. The tea and coffee segment showed a five per cent increase. TV advertising of banking and financial services increased in its volume by 20 per cent, cosmetics and perfumes - by 60 per cent, carbonated drinks - by 11 per cent. Mobile Internet access services also increased in terms of TV advertising.

Nevertheless, statistics show that Belarus continues to be behind all neighbouring countries in terms of TV advertising expenditures per capita. In particular, this indicator is six times higher in Russia and one and a half times higher in Kazakhstan. This means that "regardless of the current economic situation, the TV advertising market in Belarus has a potential for growth. Depending on the indicator taken, the growth potential for the next 2-3 years is from 20% to 40%"¹². Of course, a lot in this respect will depend on how much the expectations for the recovery of the Belarusian economy will come true. As you know, the forecasts of the Belarusian government assume a slowdown in inflation, stabilisation of the exchange rate, growth of gross domestic product, income of the population and revival of the consumer market. All these factors cannot but affect advertisers. After all, in such a case, the demand for their products will revive, which will lead to opportunities for sustainable and predictable planning and implementation of advertising campaigns. As a result, the impact of economic factors combined with changes in pricing policy may lead to a 12-16 per cent growth in the Belarusian TV advertising segment in 2017.

It should also be noted that the prospects for increasing the volume of television advertising in Belarus will depend to a large extent on the pace of development of its direct competitors. It is no secret that "new forms of video content distribution are emerging as an alternative to the most mass communication channel - television. The audience of interactive television providers is expanding. <...> Mobile services for

¹² Forecast of development of the television advertising market of Belarus for 2017 [Electronic resource]. - 2016. - URL:<http://vi-minsk.com/upload/medialibrary/970/9702f19b3452b649091a451734578766.pdf>

viewing TV content are developing"¹³ .

All these observations suggest that, although television does not leave its leading position in the Belarusian advertising market, its best years are in the past. Yes, television still maintains the growth of advertising investments, but they will be much smaller. We should not forget about the growing influence of the Internet, thanks to which television is also increasingly losing its novelty, and with it a part of its target audience, which is increasingly switching to the global network, making it the fastest growing segment of the modern advertising market.

Indeed, one of the main trends in the development of the modern global advertising market is the strengthening of the position of **Internet advertising**. This is explained by the fact that today the Internet as a whole, although it remains the second largest media after television, but this gap is rapidly narrowing. Moreover, in 2017, the internet will become the largest media in terms of advertising investment in the world's 12 largest advertising markets, which together will account for 28 per cent of global advertising spend. Suffice it to say that the global web is currently already the largest media in Australia, Canada, Denmark, the Netherlands, Norway, Sweden, and the UK. And in 2017, judging by the pace of development, China, Finland, Germany, Ireland, and New Zealand are expected to join them.

Internet advertising has been developing at a very high rate in the Republic of Belarus in recent years, although back in 2009 this segment was not even singled out separately in the structure of the Belarusian advertising market, and was modestly mentioned in the general concept of "other advertising". However, in 2014, Belarus, together with Slovenia and Ireland, became one of the top three countries in Europe in terms of the growth rate of the online advertising market. For the sake of objectivity, it should be noted that, although investments in Belarusian online advertising per user are growing from year to year, nevertheless, "they are still very small compared to other European countries. In 2014, this indicator for Belarus was \$4.0. For comparison,

¹³ Artemenko, E. Elections and crisis - determining factors of the Belarusian media functioning / E. Artemenko // [Electronic resource]. - 2016. - URL: <http://nmnby.eu/yearbook/2016/page 15.html>

in Russia, even during the crisis, this figure is \$36.2"¹⁴ .

Trends in the growth of Internet advertising in Belarus can be explained by the fact that the global network as a whole as an advertising tool shows good efficiency, and in conditions of market instability serves as the best choice for advertising communication, as it is one of the most effective advertising means in terms of cost-benefit ratio. In other words, the active development of Internet advertising in the Belarusian economic situation is due to the growing activity and volume of the Internet audience, low cost of placement or distribution of such advertising compared to other media. An eloquent illustration of this conclusion can be seen in the results of 2015, when the Belarusian media market as a whole decreased by 35 per cent, and in monetary terms the total market volume decreased from \$116.3 million in 2014 to \$75.9 million.

In these conditions, the dynamics of the Internet advertising market remained quite optimistic: "If in 2010 the share of the Internet in the total volume of advertising costs was only 8%, now this figure has increased to 22% and continues to grow. In total, the growth of Internet advertising in 2015 was 16% (for comparison: in 2014 the growth was 28%, in 2013 - 52%), which in monetary terms amounts to \$16.7 million"¹⁵ . As a result, Internet advertising expenditures in Belarus have already confidently moved to the second place in terms of volume after television. But, if in 2010, the spending on TV advertising was eight times ahead of online advertising, in 2016 - only 2.7 times. And the forecasts here are as follows: "The advertising market in Belarus will grow by only 2% in 2017. The slight recovery of the market will be felt mainly by electronic media - TV channels and Internet resources, which claim a significant share of advertisers' money"¹⁶ .

For Belarus, the positive dynamics of Internet advertising growth is also

¹⁴ Shumakov, N.V. Trends in the development of the Internet advertising market in Belarus / N.V. Shumakov // Young Scientist. - 2016. - №2. - C. 644.

¹⁵ Review of the advertising market of Belarus in 2015. Forecasts for 2016 [Electronic resource]. - 2015. - URL: <http://marketing.by/analitika/obzor-reklamnogo-rynka-belarusi-v-2015-godu-prognozy-na-2016-god/>

Director of Zenith Optimedia: "Advertising money goes where there is an audience" [Electronic resource]. - 2017. - URL: <http://slovodelu.by/articles/direktor-zenith-optimedia-reklam/>

important for other reasons, including the promotion of Belarusian export products abroad. The Concept for the Development of the Advertising Market in the Republic of Belarus for the Period until 2014 noted that "a serious problem is the situation when the majority of domestic producers underestimate the importance of advertising for promoting goods on the market and increasing turnover: advertising campaigns are not planned, advertising is carried out spontaneously, low-cost types of advertising - <...> on the Internet - are not sufficiently used, the effectiveness of advertising is not analysed"¹⁷. It seems that little has changed in this matter over the years, as even today the Belarusian government constantly says at its meetings that "the work on information support of exports deserves the closest attention. It is necessary to introduce into everyday practice the latest technologies to disseminate information about Belarus' export opportunities and achievements"¹⁸ ¹⁹; that "the most effective tool in the struggle for the market is not administrative measures, but high quality of domestic products, a wide range and competitive price, as well as " " "19 competent positioning of goods on the market and their advertising"; that it is time to strengthen the work "on information support of exports, introduction of the latest technologies of dissemination of information about our capabilities and achievements into everyday practice"²⁰. It should be assumed that the development of Internet advertising in Belarus will contribute to the solution of all these issues.

As for **outdoor advertising**, in the Republic of Belarus it is one of the most effective and demanded by advertisers types of advertising. This is explained by the fact that it is the most accessible to consumers and for this reason it is considered a promising area, as well as significantly influences the development of socio-economic

¹⁷ The concept of development of the advertising market in the Republic of Belarus for the period up to 2014 [Electronic resource]. - 2010. - URL:

<http://pravo.levonevsky.org/bazaby11/republic07/text814.htm>

¹⁸ Andrei Kobyakov held a meeting of the Presidium of the Council of Ministers [Electronic resource]. - 2016. - URL: <http://www.government.by/ru/content/6518>

¹⁹ Andrei Kobyakov held a meeting of the Presidium of the Council of Ministers [Electronic resource]. - 2016. - URL: <http://www.government.by/ru/content/6579>

²⁰ On the working meeting of the leadership of the Council of Ministers of the Republic of Belarus with the heads of the Belarusian diplomatic missions and consular offices [Electronic resource]. - 2016. - http://mfa.gov.by/press/news_mfa/e9485f13f1089754.html

infrastructure of settlements, their artistic and architectural design. Undoubtedly, its development is of great importance for the formation of a full-fledged external environment for the residents of Belarus, preservation of its natural components and historical and cultural heritage.

Back in the first half of 2009, the share of outdoor advertising in the structure of the Belarusian advertising market was 20 per cent, lagging behind television advertising by 12 per cent. At that time there were "more than 33,000 sides of outdoor advertising media placed in the country"²¹. And even then the task was set at all levels to increase the volume of outdoor advertising of domestic producers in order to promote goods on the market and increase turnover. In particular, in order to create an environment of openness and transparency of this segment of the advertising market, regional concepts of outdoor advertising development were approved in all Belarusian regions and in the capital city, city and district plans of outdoor advertising placement were developed, which contained operational information about prospective locations of outdoor advertising facilities.

These measures have yielded results. By 2015, already "about 80 per cent of places for outdoor advertising in Belarus"²² began to be sold through auctions, which allowed to minimise the corruption component to a large extent. In 2014, outdoor advertising already occupied 25 per cent of the advertising market, almost doubling the revenues of local budgets. "This was due to the fact that local executive and administrative authorities were given the right to independently set the amount of fees for outdoor advertising, as well as to apply reduction and increase coefficients to such fees"²³.

²¹ Concept of the advertising market development in the Republic of Belarus for the period up to 2014 [Electronic resource]. - 2010. - URL:

<http://pravo.levonevsky.org/bazaby11/republic07/text814.htm>

²² Ogneva, Y. About 80% of places for outdoor advertising in Belarus are sold through auctions / Y. Ogneva // [Electronic resource]. - 2015. - URL:

<http://www.belta.by/economics/view/okolo-80-mest-dlja-razmeschenija-naruzhnoj-reklamy-v-belarusi-prodajutsja-cherez-auksionny-152361-2015/>

²³ Ogneva, Y. The advertising market growth in Belarus in 2015 is forecasted at the level of 7-10% / Y. Ogneva // [Electronic resource]. - 2015. - URL: <http://www.belta.by/economics/view/rost-rynka-reklamy-v-belarusi-v-2015-godu-prognoziruetsja-na-urovne-7-10-15-152209-2015/>.

In addition, at the regional level, the opinion that outdoor advertising, being a relatively inexpensive media carrier, not only plays an important role in the dissemination of socially important information and festive decoration of the city, but also is an information resource, without which it is impossible to hold significant international events in any sphere - championships, Olympiads, forums, conferences, and is also considered one of the important factors of attractiveness of the investment climate of the region and promotion of its tourism potential, has become established. Understanding of the relevance of these issues led, for example, to the appearance in March 2016 of the Concept of Outdoor Advertising Development in Minsk for 2016 - 2020, which already shows a serious approach to a systematic understanding of the problems in this area. In particular, this document draws attention to the need to change the technology of image surfaces of static advertising media to electronic screens - "digital billboards", "the advantage of which is the absence of production and installation of advertising images, which allows to optimise the costs of production, installation (dismantling) of advertising cloth, transport costs and special equipment, mounting materials and fasteners, disposal of vinyl cloth....",²⁴.

For the dynamic development of all types of outdoor advertising in the Belarusian capital it was decided, among other things: to selectively place non-standard large-format image advertising structures, designed primarily for advertising of domestic brands; to give preference to elements of street furniture combined with outdoor advertising means, meeting the needs of citizens in the field of improvement, as well as advertising structures, which can be built into a pay phone, Internet kiosk, kiosk for the sale of press, theatre tickets, excursions, etc. In addition, it is planned to place billboards advertising the tourist potential of the city in the twin cities of Minsk. In addition, billboards advertising the city's tourist potential are planned to be placed in Minsk's sister cities. "This will help to attract more guests from other countries to the Belarusian capital. <...> Letters requesting the placement of such advertising

²⁴ On approval of the Concept of development of outdoor advertising in Minsk for 2016-2020 years [Electronic resource]. - 2016. - URL: <http://minsk.gov.by/ru/normdoc/3785/>

posters have already been sent to the mayoralities of Tbilisi, Riga and St. Petersburg"²⁵. In general, in Belarus, in 2017-2019, the outdoor advertising market is expected to be significantly liberalised. There is already "a list of advertising structures removed from the permitting procedure: signboards containing a limited amount of information, outdoor commercial equipment combined with advertising, ATMs"²⁶. In addition, "in Belarus it is proposed to cancel the approval of outdoor advertising"²⁷ in terms of its content. This will be a highly anticipated decision.

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²⁵ Billboards advertising Minsk will appear in the twin cities of the Belarusian capital [Electronic resource]. - 2016. - URL: <http://www.belta.by/regions/view/reklamirujuschie-minsk-bilbordy-pojavi-atsja-v-gorodah-pobratimah-belorusskoj-stolitsy-178590-2016/>.

²⁶ Gavrilova, V. In 2017-2019 the advertising market of Belarus is planned to liberalise / V. Gavrilova // [Electronic resource]. - 2016. - URL: <http://www.belta.by/society/view/v-2017-2019-godah-rynok-reklamy-belarusi-planiruetsja-liberalizovat-210070-2016/>

²⁷ Ogneva, Y. In Belarus it is proposed to cancel the approval of outdoor advertising / Y. Ogneva // [Electronic resource]. - 2017. - URL: <http://www.belta.by/society/view/v-belarusi-predlagaetsja-otmenit-soglasovanie-naruzhnoj-reklamy-237917-2017/>.

CHAPTER 2

Irina Vysotskaya

Trends in the development of the advertising market in Armenia

The advertising market is one of the most dynamically developing mechanisms of any country's economy. Armenia in this case is not an exception. Regardless of the political situation in the country, the disagreements of the society regarding this or that problem, the whole population is bound by the instinct of the consumer. Despite the fact that the sale of goods depends on taste and needs: any item of trade will find its buyer.

Due to the events of the last decade and since the emergence of the Internet in the homes of every second citizen of the country, the residents of Armenia have a vivid picture of what is happening outside their homeland. While before that information was drawn from books published five years ago, now information is reaching people at the speed of the Internet. This is a key role in the formation and development of the advertising market in Armenia.

The leading advertising agencies are: "Fortuna, Media Focus, Starcom Mediavestgroup, A1+, MKKANN-ERIXON, Shant, EM END ED CONSULTING, PABLISISIS GEPTA, DIIM COMMUNICATIONS, DE FACTO, CHARM HOLDING. The range of services is diverse. Full cycle advertising agencies offer advertising on television, in transport, internet, press, metro, radio, in business centres, as well as outdoor advertising. The agency "I DIA MEDIA GROUP" emphasises that banner advertising can make no more than 5 changes per campaign. They reserve the right to refuse to accept bookings without giving reasons. Also, the markup for the second brand is 50%. The highest price for advertising production in Armenia is the minimum for the market in a foreign country. Foreign advertisers take advantage of this.

Advertising on television (Armenia-1, Armenia-2, Armenia TV channels) and on the Internet (www.armeniaonline.ru/reklama) is the most effective channel for

product promotion because it is the most popular. On the Internet one can encounter different types of commercial advertisements: videos, web banners, pop-up windows. Mostly the goods offered are household appliances, jewellery, clothes. "Armenia ranks 137th in the World Branding Index"²⁸. However, the improvement of this indicator can significantly affect the process of further development of the country. In order to develop a brand, it is important to realise what the future of Armenia will be like and how people perceive Armenia today.

The national brand of Armenia is apricots. Fifteen per cent of Armenian apricots are sent to Georgia and the rest to Russia. Compared to last year, exports have doubled and amounted to 1,700 tonnes. This is due to the fact that the export of agricultural products is exempt from VAT, and Armenian apricots are incredibly popular. In order to increase the supply of apricots to the world market, a product logo should be created. The slogan is "Apricots to every home." The design and appearance of the packaging should be given great attention, as the pleasure of the purchased product begins exactly from the moment when the consumer takes out the fruit and can enjoy the flavour of juicy apricots.

Tourism can contribute to Armenia's economic growth, which will open jobs for the younger generation and increase the financial flows that will enter the country through products or services purchased by tourists. Armenia is a mountainous country located in the South Caucasus. It is characterised by a rich historical and cultural heritage. Despite the fact that the state achieved independence in 1991, Armenia has a centuries-old history and is a hotbed of Christian civilisation. Churches were built here as early as the 4th century.

Yerevan, the capital of Armenia, is known for its spiritual heritage. For example, in the Matenadaran ancient manuscripts repository one can find over 1500 ancient manuscripts that epitomise the rich history of the capital. Yerevan has many attractions that attract the attention of tourists, and this list is headed by Republic Square, which is located in the heart of the capital. In the southern part of the country - Vayots Dzor

²⁸ World Branding Rating // REP AT ARMENIA [Electronic resource]. - 2016. - Access mode: <http://repatarmenia.org/rus>. - Date of access: 04.09.2016.

region - there is the cosy town of Jermuk, a high-altitude resort where mineral waters are treated. And Lake Sevan with its beaches and picturesque mountains is characterised by rare beauty, which is why it is called "the pearl of Armenia".

Many countries are entering the competition among European resorts. For example, in Italy such cities as Rome and Venice are popular, in Spain - a beach holiday on the island of Majorca, in France - a tour of Paris and a visit to the Eiffel Tower. Armenia has an advantage. Prices are much cheaper than in other, more famous places in Europe. But for Armenians who want to holiday in their homeland, prices can be very high due to low wages. "The growth of tourist visits is facilitated by the development of infrastructures, diversification of tourist products, Armenia's recognisability in the international market, and the high level of security in the country"²⁹ .

However, the danger for tourism brands is the widespread method of renting the required hotel for a paltry price. In view of this, the choice increases many times over and the consumer is presented with opportunities to find accommodation to suit their tastes. Constant competition forces every year to create new concepts, develop unique design solutions, i.e. pushes for constant updates of the advertising market of the country. In these conditions, to promote the resort it is necessary to develop a detailed concept that meets all the requirements of European travel agencies. The programme is aimed at giving tourists the impression that they are in Disney fairy tales. In the evening, fountains are switched on and accompanying jazz, pop, rock and classical music is played to inspire passers-by.

Near the Republic Square, you can visit the National Gallery, with more than 20,000 paintings by Armenian, Russian and European artists, and the Museum of History, with more than 400 exhibits of Armenian historical heritage. The Vernissage is a huge market that attracts the eyes of visitors. Handicrafts, silver jewellery, traditional Armenian carpets, various souvenirs and paintings are sold here. Armenia has everything to attract tourists: a deeply religious history, ancient monasteries and

²⁹ Festival // NEWSARMENIA [Electronic resource]. - 2016. - Access mode: <http://newsarmenia.am/news/culture>. - Date of access: 03.09.2016.

temples, mountains and interesting geography with natural and beautiful colours in all seasons. There is an inspiring and wonderful lake which can be a natural drink for all those who want to experience the power of natural healing waters, health centres such as Jermuk - with pure mountain air, Tsaghkadzor - with skiing.

To win over competitors, as mentioned earlier, it is necessary to carefully formulate every aspect of the advertising campaign: what places to improve; what to emphasise; what are the advantages of each city. "Cinema can make Armenia recognisable on the world map. To this end, the XIII International Film Festival was held in Armenia from 10-17 July under the title "Golden Apricot"³⁰. The first international advertising festival called "Popok", which means "walnut" in Armenian, was held in 2010 in Armenia. The participants of the advertising forum had the opportunity to present their creative works to the judgement of a highly qualified international jury, which included "maestros" of advertising from Armenia, Ukraine, Russia, Uzbekistan and Kazakhstan. Participation in the Popok Advertising Festival allowed not only to demonstrate their creative capabilities in a new advertising field, but also to acquire useful business contacts, experience in conducting successful advertising campaigns, attend master classes of international advertising industry professionals, and study the latest innovative technologies.

The Yerevan International Biennale of Communications took place in 2014. Yerevan Biennale is a platform that unites representatives of different cultures, countries, continents. The best advertising agencies and masters in the field of advertising from Armenia and more than 15 countries, including UAE, Turkey, Slovenia, took part. The aim of the International Biennale of Communications was to develop and strengthen relations between international advertising companies from different parts of the world, exchange experience and knowledge of European PR-agencies with Asian ones, as well as professional development of students and specialists working in the advertising market.

In order to develop Armenia's economy, a lot of work needs to be done to

³⁰ National brand of Armenia // PANARMENIAN [Electronic resource]. - 2014. - Access mode: <http://www.panarmenian.net/rus/news/181548>. - Date of access: 04.09.2016.

advertise the country: we need to use social media more correctly to advertise and sell the country. It is necessary to open PR-agencies, informative and interactive websites. Armenia has wonderful human resources of high intellectual level, oriented to new technologies, but this still needs to be used more effectively. "From the Armenian Law on Advertising: Advertising shall be legal, credible and decent in the Armenian language. Advertising pause (break) more than once in radio programmes of up to 10 minutes and TV programmes of up to 20 minutes is prohibited. Advertising pause during official newscasts is prohibited. The print media shall publish the advertising rates per unit of space (taking into account substitution, relevance and other data) and any changes thereto at least 20 days prior to their application. It is prohibited to place advertisements in museums, inside historical and architectural monuments, as well as in the buildings of state and local government bodies and on their territories"³¹ .

All these considerations lead to a number of conclusions. Professionals use their skills to work for a foreign market than in Armenia. And this applies to advertising activities in all its manifestations, from design to website development. Therefore, the offers for them should be more favourable than in other countries. Armenia can achieve economic success if it is seriously engaged in the development of tourism. The main thing in the concept of promoting Armenian products among the far and near abroad countries is to reduce prices compared to European competitors, use the possibility of individual development, unique offers and new design. Based on the vision of the country's future, the national brand of the country should be further developed. Some features can be used as a national brand - Armenia as the first Christian country, the legend of Noah, Armenian musical instruments, particularly the duduk, Armenian national culture, cuisine and the people themselves.

³¹ Law of Armenia on Advertising // ADVERTOLOGY [Electronic resource]. - 2016. - Access mode: <http://www.advertology.ru>. - Date of access: 03.09.2016.

CHAPTER 3

Irina Vysotskaya

India's advertising market potential

India is one of the ten largest countries in the world in terms of area, and the second largest in terms of population - over 1.2 billion people. Of these, 240 million are already Internet users, and by 2020 there will be about 700 million. India is the world's third largest country in terms of gross domestic product, but due to its large population the general standard of living here is low. The state is working hard to combat extreme poverty. "By 2013, the proportion of the population living below the poverty line had fallen from 94 per cent to 54 per cent"³².

Fixed Internet penetration in the country is low, but mobile Internet is developing. Internet cafes are popular as access points. Because of this specificity, an Indian user's visit to the global network is usually quite short. The number of users is steadily growing, including in rural areas, and will soon overtake the number of Internet users in the United States. Various government IT projects are being actively implemented in the country, including the creation of a biometric database of the country's residents, the creation of a national optical data network, the computerisation of tax authorities in selected states and the development of broadband Internet access. A plan for the development of electronic government services for the country's population is underway.

Among the most popular categories of sites are: social media, online dating, video applications. Competition here is high, either with global services or with their local clones. On the other hand, it is striking that with the country's economy so closely linked to the IT sector, 90% of Indian companies do not have their own website. True, we are talking mostly about small companies. In addition, there is an

³² India - the fastest growing online market in the world // ROEM [Electronic resource]. - 2015. - Access mode: <https://roem.ru/23-09-2015/207711/india-sea>. - Date of access: 04.11.2016.

acute need for infrastructure for electronic money: processing centres, payment systems. There is no major marketplace capable of competing with Alibaba, although SnapDeal is trying to do so, and there never seem to be too many discount and coupon services.

India has one of the most powerful economies in the world and is growing rapidly. This country is a member of BRICS, which includes large countries with high economic potential. India has developed different areas of industrial production. In addition, this country is a leader in the market of outsourcing services. This position has become possible due to the fact that a significant part of the population has a good command of English. Add to this the ancient cultural traditions and religious peculiarities and the result is a market that is impressive in scale and prospects, but rather complex and highly competitive. Therefore, entering it will require good preparation.

India is characterised by regional celebrities, especially in the southern states. They are sometimes used in promotional offers. For example, Vodafone uses Prakash Raj in the southern states and Irrfan Khan in other regions to advertise its tariffs. Children can contribute to the success of cross-border advertising, but the mere fact of having one child or two in an advert is not yet enough. In fact, a third of all adverts that performed poorly across markets actively utilised the 'child' factor. This refers to a child's unique perspective or reaction to an event. A great example is the "Dirt Is Good" advert for Surf Excel, in which a brother "wrestles" with a puddle that his baby sister has fallen into.

Humour in India works particularly well when it is based on visuals or music. Exaggerations and "subtle" parodies work just as well as advertisements with simple, straightforward humour. Humour may not work if the innuendo is embarrassing or taboo. Ads with humour based on verbal wit, or that play on situations specific to a given region, are unlikely to succeed in other markets. For example, an advert for toilet soap used the idiom "soft as a jasmine flower" as a funny analogy. The advert worked well in one region, but failed in another.

Brand elements such as slogans or music help to anchor the advert in the minds of consumers and ensure its commonality across markets. In fact, well-established brand elements can be seen in highly successful cross-border adverts. However, it takes time (sometimes many years) for these elements to take hold, so a well-recognised element is more a by-product of brand success than an ingredient. Adverts that focus on product demonstrations are less likely to succeed in multiple regions at once compared to other types of advertising. At the heart of this problem are different expectations of advertising.

When one analyses the effectiveness of advertising in different regions of India, one comes across four broad but very specific trends. Firstly, it is what everyone has long suspected: North is North, South is South, and they will never come together. The transfer of advertising between these two regions is most problematic. An advert that works well in the South has little chance of success in the North, and vice versa. Second, ads from northern states do poorly in western states. "In an evaluation of ads tested in the two regions, only 34 per cent of ads were well received in both the North and the West - with nearly half of the ads that worked well in the West performing equally well in the North."³³ . Therefore, if one were to prioritise between the two regions, the West provides the most favoured litmus test to assess the chances of advertising.

Thirdly, the south is equally bad at accepting "foreign" advertising and "exporting" its own. An advert that works well in the south works poorly in the north, performs moderately well in the west and well in the east. Therefore, if the south is sufficiently relevant to the brand, it is the region that should automatically be chosen as the centre for testing. Fourthly, adverts that work well in the east are just as transferable to other regions, albeit within a specific and limited context. To explain: the East is an important market for a relatively small number of brands and categories, so any transfer principle is applicable to this specific set of brands. Another peculiarity of the East is that this region is more critical of advertising than other regions. Thus, in

³³ India through the eyes of advertisers // SOSTAV [Electronic resource]. - 2010. - Access mode: <http://www.sostav.ru/articles/2010/04/22/ko3>. - Date of access: 04.11.2016.

terms of creative transfer, high performance in the East is an indicator of good performance in other regions as well.

"India has more than 300 cities with a population of more than 100,000 people"³⁴. There are three types of them: megacities, large cities and small cities. A megacity is a city with more than four million inhabitants; a large city, with between one and four million inhabitants; and a small city, with less than one million inhabitants. Note that there are other distinctions between "small cities," but for our purposes of evaluating advertising, we have lumped them into one group. Ads that do well in metropolitan areas are less likely to succeed in other types of cities, although smaller cities are more willing to accept these ads than larger cities. A comparative analysis of the most and least effective advertising messages shows why there is such a gap between megacities and other types of cities. Whereas people in smaller cities still see advertising as a means of obtaining information about products, consumers in large cities have a greater demand for advertising. For them, celebrities are the role models. They do not want to see ordinary scenes from everyday life and feedback from ordinary consumers in advertisements.

To summarise these considerations, we note the following. The problems associated with advertising across national boundaries can also arise within the same country, i.e. India. Therefore, while placing the advertisement, the region to be covered should be considered. Consumer response to advertising may vary according to age, stage of life or level of education. The needs and attitudes of people living in small towns may be very different from those of people living in metropolitan cities. Fixed internet penetration is growing rapidly in the country and mobile internet penetration is very high. Considering this factor, the advertiser can increase the popularity of products. In the e-commerce sector, services related to the development of electronic payments and allowing to save money on purchases will be especially in demand, so Belarusian exporters should take into account that it is more profitable to place goods on an online platform.

³⁴ Features of advertising in India // COSSA [Electronic resource]. - 2011. - Access mode: <http://www.cossa.ru/149/96411>. - Date of access: 04.11.2016.

CHAPTER 4

Irina Vysotskaya

Advertising market opportunities in Slovakia

The Slovak Republic is a state located in Central Europe. "The population at the end of 2015 is about 5.5 million people. The territory is 48,845 km²"³⁵. The capital city is Bratislava. The official language is Slovak. Unitary state, parliamentary republic. Slovakia is divided into 8 parts: Bratislava, Trnava, Trenčín, Nitran, Žilina, Banskobystrica, Prešov, Košice regions. The provinces are divided into several districts. There are now a total of 79 districts in Slovakia.

The purpose of advertising activities is determined by the overall marketing and communication strategy adopted by the enterprise in the market environment. The general goal of the enterprise is divided into separate target areas: sales goals (obtaining an increase in sales volume) and communication goals (transfer of ideas, image formation, change of consumer skills, advantages). Depending on the objects of advertising, there is a distinction between advertising of products (services, ideas) and advertising of organisations. Advertising objectives determine the specificity of approaches to the development of advertising messages.

There are "advertising agencies in Slovakia: PRODUCTION, PROGRESS PROMOUCHEN, JACK POLAK STUDIO, RECLAMICS, ARIAS PLUS and others"³⁶. They use different types of advertising distribution, but there is no single universally accepted strategy. This very often hinders the selection of the optimal tool in the process of advertising activities. The Slovak press is represented by quite a large number of different newspapers and magazines. Every district of the country has at least a dozen periodicals. Almost all of them are published in Slovak language for local residents. The main newspapers are Ekstra Plus, Hospodarske Noviny, Pravda, Preso, and Slovo. The Slovak Spectator is a popular English-language newspaper with news

³⁵ Slovakia // INOSTRANO [Electronic resource]. - 2015. - Access mode: <http://inostranno.ru/2015/04/unknown-facts-about-slovakia>. - Date of access: 21.10.2016.

³⁶ Advertising agencies // EUROPAGES [Electronic resource]. - 2016. - Access mode: <http://www.europages.com.ru>. - Date of access: 21.10.2016.

and various reviews for businessmen and tourists. Since 1998, the Russian-language magazine "Together" - the magazine of the Union of Russians in Slovakia - has been published in Slovakia.

One of the most common types of advertising is advertising in the press. It is divided into two main groups: advertisements and review and promotional publications. Advantages of advertising through the press: high flexibility, timeliness, wide coverage of the local market, recognition. Disadvantages: short duration of existence, low polygraphic quality of reproduction, competition of different adverts in the newspaper. Newspapers: 24 hodin, Avizo, Pravda, Slovak Spectator, Slovakia Today. Advantages of advertising in magazines: high geographical and demographic selectivity, credibility, long-term use, significant number of secondary readers. Disadvantages: long interval between ordering and printing of advertisements, high cost, no guarantee of placement in an attractive location, low frequency of publication, competition in the middle of the magazine.

As for print advertising, catalogues, booklets, postcards, leaflets, brochures, advantages: relative effectiveness of the audience, flexibility, specificity, personal nature, completeness of information. Disadvantages: the need to use specialists in graphics, journalists, artists and other involved persons. Advantages of TV advertising: combination of image, sound, motion, colour, high level of perception. Disadvantages: high absolute cost, transience, overloaded with advertising, lack of individual approach to the viewer. Slovak TV channels: "Zhetnotka" - information and entertainment, "Dvoika" - entertainment and information. Available through terrestrial (digital (DVB-T) on DMV, earlier - analogue (PAL) on MV and DMV), cable, satellite TV, IPTV, on the 1st and 2nd TV channel, and Internet.

Advantages of radio advertising: mass use, high geographic and demographic selectivity, low cost. Disadvantages: short duration of advertising contact, the sound is often perceived as background music. Main radio stations in Slovakia: SRo1 Slovensko - general; SRo2 Regina - divided into three small radio stations in Bratislava, Banská-Bistrica and Košice; SRo3 Devrn - cultural; SRo4 FM - youth; SRo5 Patria - broadcasts in Hungarian and is the largest non-Slovak language radio station in Slovakia.

Available via terrestrial radio (digital (DAB) on MV and analogue on VHF, terrestrial (digital (DVB-T) on DMV), cable, satellite, IPTV and internet.

Slovak International Radio: SRo6 Slovakia International is a network of 24-hour radio stations and radio blocks in Slovak, English, German, French, Spanish and Russian. Specialised radio stations: SRo7 Klasika (classical music), SRo8 Litera (drama), SRo9 Junior (for children under 10). Available via terrestrial broadcasting (digital (DAB) on MB) and the internet. RTVS on the Internet: website rtvs.sk in Slovak, page SRo6 Slovakia International in Slovak and other languages, page RTVS Official on youtube, page RTVS on facebook, pages SRo6 Slovakia International on facebook in Slovak and other languages, page RTVS on twitter. Slovak Television and Slovak Radio have joined the European Broadcasting Union.

As for outdoor advertising, its advantages: casual viewers, local residents, visiting citizens, tourists. Disadvantages: lack of audience selectivity, creative and artistic limitations. "Internet advertising. Advantages: high professionalism, relative stability of contactors, high accuracy, frequency of release depending on the requirement, low cost. Disadvantages: high professional training required, relatively narrow range of advertising consumers"³⁷. An effective means of presenting consumer goods is outdoor advertising. It is designed to be perceived by the general public. Outdoor advertising includes billboards, posters, canvases, elements of in-store advertising (signposts, price tags, advertising in transport, electronic boards. An important function of outdoor advertising is to reinforce and supplement the advertising disseminated through other means of advertising. Outdoor advertising also includes such modern types: neon, billboard, firewall, rotafishi, treadmill, computerised advertising. Neon - electrified outdoor advertising. Billboard - billboard advertising. Firewall - advertising placed on the exterior façade of a building. Rotafish - stationary, illuminated triangles and balloons with advertising printed on them. Running track - an electronic device on which an advertising link in text form can be placed.

³⁷ Internet advertising in Slovakia // INFOPOLICY [Electronic resource]. - 2011. - Access mode: <http://www.infopolicy.biz>. - Date of access: 21.10.2016.

Computerised advertising is a fundamentally new means of advertising distribution. This type of advertising has become widespread in many countries of the world, where banks of specialised computer systems are functioning, where advertisers and pay a fee for information about goods and services. Potential consumers are interested in buying goods, connected by phones and terminals to these systems, can get all the advertising information about what interests them. Computer advertising is the advertising of the future. An example of this is the Internet, the popularity of which is growing rapidly. Especially in recent years, not only advertising agencies, but also manufacturers of mass-produced goods have become interested in it. A significant leap in the development of Internet advertising is evidenced by the increasing volume of the network advertising market.

In Slovakia there is only a system of state support for periodicals with a narrowly specific profile. Its purpose is to support publications for non-mainstream readers. This is the subsidy system of the Ministry of Culture of the Slovak Republic, in relation to which in 2012 it is possible to apply for subsidies for periodicals under the subprogrammes "Art" and "Culture of Disadvantaged Groups". State support for periodicals may also be granted for press intended for national minorities and ethnic groups, but this support mechanism is not within the competence of the Slovak Ministry of Culture. Other forms of support, such as tax incentives or compulsory ordering, are not used for periodicals. The Slovak State Television Company is financed jointly from fees for television licences, advertising and from the state treasury.

Based on all of the above, the following conclusions can be drawn. Outdoor advertising is profitable if it meets the following criteria: often catch the eye, be concise, easy to read, be understandable. It is profitable to place advertising on the Internet. This is due to a number of reasons: the number of users is constantly growing, has target users, the global trend. The main in the concept of promoting products from far and near abroad is placing advertising on the TV channel "Zhetnotka", as it is in the greatest demand. To understand the benefit of involving an advertising agency, it is necessary to know the history of advertising, production methods, existing and

potential market.

you can increase demand.

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CHAPTER 5

Yulia Demeshko

State of the advertising market in Tajikistan

Tajikistan's advertising market is lagging behind in development compared to its neighbouring countries - this conclusion was voiced at the international specialised conference "Advertising Association of Tajikistan: Relevance that will help your business", which brought together advertisers, businessmen and representatives of international organisations. It also noted that even despite the stable growth rate and economic progress, the country's advertising industry as a whole needs quality advertising and highly qualified specialists. "While the volume of the advertising market last year in Russia was \$11 bn 273m, in Kazakhstan - \$1bn 700m, in Uzbekistan - \$55.8m, in Kyrgyzstan - \$18.7m, in Tajikistan it was only \$12.25m"³⁸. And this, on the whole, is favourable for Belarusian exporters.

It should be noted that the population of Tajikistan is 8.5 million people. The area is 142,000 square kilometres. And the country itself is categorised as agrarian and industrial. These indicators are close to those of Belarus, but the sphere of advertising in our country is better developed. Advertisers in Tajikistan, as well as in neighbouring countries, earn mainly through outdoor advertising and television, much less used the press and radio. Television has been and remains the main source of information. There are 14 different television channels in the Republic today, as well as the interstate television and radio company "Mir". State television and radio broadcasting cover practically the entire territory of the country. News is broadcast in Uzbek, Russian, Tajik and English. There are no private radio stations in Tajikistan today, although the Law on Television and Radio Broadcasting does not prohibit them and even provides for their establishment. Private television companies mainly operate locally and are regional in nature. Due to financial difficulties, there are no nationwide television

³⁸ Advertising industry of Tajikistan lags behind in development // Gazeta Veчерka [Electronic resource]. - 2012. - Mode of access: <http://veчерka.tj/news/reklamnaya-industriya-tadzhikistana-otstayot-v-razvitiit/>. - Date of access: 06.09.2016.

channels in Tajikistan, so 78 per cent of the population regularly watch Russian television programmes.

The volume of adverts per day on state channels (regional and national) ranges from 10 minutes to two and a half hours, and on independent channels from two to 25 minutes. The cost per minute of airtime for advertising on state channels ranges from 30 to 300 somoni. It depends on the chosen broadcasting time of the advert. In prime time on state channels a minute costs from 40 to 300 somoni and in off prime time from 20 to 100 somoni. The maximum price is 300 somoni and the minimum price is 20 somoni. On independent channels a minute of airtime for advertising ranges from 1 to 100 somoni. In prime time a minute costs from 3 to 100 somoni, in off prime time - from 1 to 50 somoni. The maximum price is around 100 somoni and the minimum is 1 somoni. The budget from advertising in general varies from 500 thousand to three million somoni per year. The largest funds from advertising are mainly received by large state-owned TV companies, as they have a larger audience reach. The smallest revenues are received by some independent channels in the regions.

"Social advertising in Tajikistan is not as developed as in other countries, but despite this, with the support of state and international organisations, it has recently been shown on TV channels"³⁹. Usually such advertising in Tajikistan is devoted to the fight against AIDS, drug addiction, domestic violence, tuberculosis, labour migration and other social problems. Outdoor advertising prices are now at a record low, from \$12 to \$3, but even this factor is not attracting potential advertisers. "This year, 30-40 per cent of billboards in the capital contain advertising prepared by Forex, although last year commercial advertising was contained on more than 50 per cent of all city billboards. Today in Dushanbe, only 5-6 large advertising companies offer their services in outdoor advertising"⁴⁰.

³⁹ Tajikistan: media market today // Region-media [Electronic resource]. - 2008. - Access mode: http://www.region-media.ru/research_taj.php. - Date of access: 07.09.2016.

⁴⁰ Atoev, A. Feasibility study on the feasibility of creating a single converged regulatory agency for telecommunications and broadcasting in Tajikistan / A. Atoev // Telecommunications market of Tajikistan [Electronic resource]. - 2015. - Access mode: www.osce.org. - Date of access: 06.09.2016.

⁴¹ Law of the Republic of Tajikistan "On Advertising" // World Intellectual Property Organisation [Electronic resource]. - 2014. - Mode of access:

When conducting an advertising campaign in this country, it is necessary to take into account that there is a Law of the Republic of Tajikistan "On Advertising". "This Law, regulating relations in the field of advertising (except for political advertising), protects it from unfair competition, prevents: and suppresses inappropriate advertising that can mislead users of advertising or harm their health, property of individuals and legal entities, lifestyle and dignity, honour and business reputation of these persons, as well as infringing on public interests, principles of humanity and morality"⁴¹ . Therefore, it is necessary to know well the peculiarities of the mentality of the inhabitants of the country to which the goods are supplied, because what would be acceptable in Belarus may be completely unacceptable, for example, in India.

"The development of the advertising business in Tajikistan is hampered by disunity and an ambiguous approach to advertising in the republic"⁴² ," said Sherali Dzhurabaev, director of the representative office of Sky Central Asia, a network international media company, in Tajikistan. In his opinion, the development of this sphere is beneficial to all market participants: "For the media, money from advertising helps them develop, improve their base and, finally, gain independence. Businesses will solve the problem of selling their products by advertising. And the state will receive taxes"⁴³ .

The director of Sky Central Asia's representative office in Tajikistan believes that the advertising industry today is not at such a stage of development as to be fully protected from competition from foreign expansion. He noted that many Tajik producers do not even know the right approach to advertising yet. And as a result, they are losing large sums of money. In order for advertising in Tajikistan to achieve its goals and bring income, it is necessary to take into account not only the peculiarities

http://www.wipo.int/wipolex/ru/text.jsp?file_id=237362. - Date of access: 07.09.2016.

⁴² Chorshanбиев, P. Sh. Dzhurabaev: In Tajikistan, \$12.7 million was spent on advertising last year / P. Chorshanбиев // Media group Asia-plus [Electronic resource]. - 2014. - Mode of access:<http://news.tj/ru/news/sh-dzhurabaev-v-tadzhikistane-na-reklamu-v-proshlom-godu-potracheno-127-mln>. - Date of access: 07.09.2016.

⁴³ Chorshanбиев, P. Sh. Dzhurabaev: In Tajikistan, \$12.7 million was spent on advertising last year / P. Chorshanбиев // Media group Asia-plus [Electronic resource]. - 2014. - Mode of access:<http://news.tj/ru/news/sh-dzhurabaev-v-tadzhikistane-na-reklamu-v-proshlom-godu-potracheno-127-mln>. - Date of access: 07.09.2016.

of its media market, the specifics of placement, but also geographical features, mentality, national characteristics of the audience when planning advertising in the country. Advertising in Tajikistan requires a certain balanced approach and oriental wisdom. Advertisers and importers should take this into account when developing an advertorial for their products and in general when conducting trade and economic relations with Tajikistan.

In order to improve the efficiency of the advertising market of Tajikistan, the Advertising Association of Tajikistan was established on 7 October 2009. Its goal was to unite companies and people whose activities are aimed at the development of the industry, the formation of an appropriate regulatory field, popularisation of the industry's professions and much, much more. "The mission of the Association is to protect the interests of advertising agencies, and in the future - the entire advertising community, to create conditions for the development of a civilised advertising market in Tajikistan, to promote and protect advertising as an important component of society"⁴⁴.

The market of marketing services in Tajikistan is also in the stage of effective development. Therefore, marketing services are in good demand among representatives of foreign companies. The share of this category of customers is 48%. National companies form only 28% of demand and are mainly interested in advertising and branding services. In Tajikistan there are no specialists with higher profile education who would promote the advertising market of their country, which is extremely favourable for foreign suppliers. International organisations form 24% of demand and mainly order sociological research. There are 12 marketing companies in Tajikistan, located in Dushanbe and Khujand. Among them are foreign players that have their representative offices or a network of interviewers in Tajikistan: M-Vector, "Marketing Service Bureau" and GFK. The largest national companies are KTM Media Solutions, Zerkalo, Strateg.

A developed sector of marketing services today is the advertising market.

⁴⁴ Advertising Association of Tajikistan // ATT [Electronic resource]. -2016. - Access mode: <http://tabligot.tj/>. - Date of access: 07.09.2016.

According to the data of regular monitoring of the advertising market, carried out within the framework of the project "Mirror of Advertising", the average monthly volume of the advertising market in 2014 was 670 thousand dollars. Thus, it is estimated to be about \$8 million per year. According to this monitoring, in the structure of the advertising market in Tajikistan, as in other neighbouring countries, television is leading. It is expected that in the near future, with the development of competition in Tajikistan, the demand for marketing services will increase. The government of the country has made a decision to include training courses for qualified marketers in the education system, therefore it is expected that the development of the marketing services market will be supported not only by quantitative but also by qualitative indicators.

Tajikistan's image campaign is actively fighting against a negative image in the near abroad. Russian TV channels aired a commercial promoting Tajikistan. It consistently shows beautiful mountain scenery, grapes, steel production, tandyr cakes and dancing girls. Apparently, its creators decided to tell about all the good things that exist in this country and what Tajikistan is really like. The advertising campaign is broadcast under the slogan: "Tajikistan - feel the spirit of friendship". By using this slogan, it is possible to achieve lower advertising prices in Tajikistan. Probably, this advertisement pursues a certain goal. Namely, to change the negative image of Tajikistan in the minds of its neighbours. All this is caused by an urgent need, since in the mass consciousness this country is rather associated with illegal construction workers, heroin transit from neighbouring Afghanistan and a border conflict that ended long ago.

To summarise these reflections, let us draw a number of conclusions. Firstly, Tajikistan's advertising industry is currently underdeveloped compared to CIS and Central Asian countries, earning only \$12.25 million per year, which means that it will be somewhat easier for Belarusian exporters to conquer the Tajik advertising market through their own advertising than for Tajik exporters. Second, Tajikistan's advertising market is dominated by television and radio advertising. Print, outdoor and Internet advertising are underdeveloped, so it is more profitable to promote foreign products in

the Tajik market through these two sources, as well as on billboards, where advertising prices have decreased. Thirdly, Tajikistan's image campaign is fighting against a negative image by advertising the country in neighbouring countries, but so far without success. Fourth, the national channels have a larger audience and more advertising time. Advertising on state channels will be a bit more expensive, but it will appear more often, which means that more people will see it. It is also worth noting that the channels broadcast information not only in Tajik, but also in Russian, English and other languages, which makes it possible to increase the coverage of the territory and include foreign consumers.

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CHAPTER 6

Polina Dolgopolova

Peculiarities of the advertising market in Romania

The Romanian advertising market grew by 6.5% in terms of advertising revenues in 2016. This is down from 2015's 7%, according to the latest estimates by advertising agency ZenithOptimedia. "However, the figures were higher than the expected 4.6 per cent, which was expected to bring \$579m to the country. In 2017, the global market will surpass the \$600 million threshold and online advertising will be the main driver of growth, surpassing Romania's TV advertising"⁴⁵. Zenith Optimedia notes that this growth is unusual despite the difficulties currently facing the global economy: the Chinese economic stagnation, the crisis in Brazil, Russia, the humanitarian disaster in Syria, and the uncertainty surrounding the future of the European Union. In 2016, the global advertising market was expected to benefit from a \$6.1bn increase due to major events such as the US election, the Olympics and the European Football Championship.

The Romanian advertising market is among the markets that were deeply affected by the global financial crisis and are now experiencing a period of sustained recovery. As Zenith Optimedia points out, Romanian advertising industry data is currently comparable to the markets of Ireland, Portugal and Spain. Among other advertising platforms, the internet has great prospects and is in the development stage. "The internet advertising market in Romania, excluding money spent on Facebook and Google platforms, totalled only 21.5 million euros last year. The annual drop was 15 per cent, according to the Romanian study. In the second half of 2015, total revenues totalled 11.1 million euros, down 8% compared to the first six months of this year."⁴⁶

⁴⁵ Romanian advertising market to account for 6.5% this year // Zenith Optimedia [Electronic resource] - 2016. - Access mode: <http://economie.hotnews.ro/stiri-media-publicitate-20890201-piata-romaneasca-publicitate-crestere-6-5-anul-acesta-publicitatea-internet-creste-trei-ori-mai-repede-decat-piata-totala-prognoza-zenith.htm>. - Date of access: 03.10.2016.

⁴⁶ Romanian advertising market without Facebook and Google is losing ground // [Romania Insider](http://www.romania-insider.com/romanias-online-advertising-market-without-facebook-google-goes/) [Electronic resource] - 2016. - Access mode: <http://www.romania-insider.com/romanias-online-advertising-market-without-facebook-google-goes/>. - Date of access: 27.10.2016.

In May 2016, advertising agency Initiative analysed that Romania's internet market reached 57 million euros last year, counting spending on Google and Facebook contextual advertising. The market could reach 64 million euros this year, Initiative said. However, the agency estimates that half of the amount is spent on Google, 10 per cent on Facebook and only a third on total internet advertising. If the advertising content is of high quality and extensive, the demand for online advertising will increase, and it will become the leading one in the Romanian advertising industry. If websites and mobile applications develop well, they will be financed with the amount of 64 million dollars.

There is good news for digital video publishers in Romania - a noticeable increase in its online consumption. In 2015, compared to 2014, digital video improved 7.7 per cent in terms of advertising revenue. Ringier (a Swiss joint-stock company) and Mediafax (a Romanian advertising agency) have already started preparing promotional videos to test the market in different ways. The growth of videos can benefit large media bases and even outsider Romanian producers of music channels on YouTube, where the tens of billions of monthly users automatically convert into thousands or tens of thousands of euros. Nevertheless, most of the money is still not utilised in the creation of such advertising products.

Another trend for the Romanian advertising market is mobile internet advertising as an area of advertising with "significant untapped potential". "In 2015, only 24% of ad inserts were served on a mobile phone (compared to 76% served on a computer), while mobile traffic accounted for 41% of impressions and 53% of visits in December of the same year"⁴⁷. This implies that the mobile internet is much less filled with advertising content than when using a computer.

Television in Romania can be called the "queen of advertising". MeShaGah predicts that TV advertising will bring up to \$225 million to the country by the end of

⁴⁷ Comănescu, U. In the centre of attention. Advertising market in 2016: bad and good news / I. Comănescu // Mediafax.ro [Electronic resource] - 2016. - Access mode: <http://www.mediafax.ro/cultura-media/comanescu-spotlight-piata-de-publicitate-in-2016-vestile-proaste-care-se-ascund-in-vesti-bune-15410511>. - Date of access: 03.10.2016.

2016, but the growth will not come from the expansion of public television, but from a 5-10% increase in the price of rating points. The cost per rating point tends to increase site load. However, there is the fact that overall TV consumption is declining. Strictly from an advertising perspective, in 2015, usage figures fell by 7% in terms of audience figures during ad breaks. So the "queen" is likely to cede her "crown".

In the Romanian practice of expanding advertising consumption, there are alliances that aim to focus on the total number of page views of Romanian online advertising, increasing traffic and more frequent display of advertising elements. For example, [Headvertising](#), MountainDew.ro, [Chromatic-atelier de productie](#), Mediafax can be successful. Profit and success, of course, will depend on the improvement of quality, which is where the Romanian advertising agencies are focusing their energies. Facebook and Google are the pillars for the development of the Romanian advertising market in 2016, because the funds are centred around these two global internet networks, which in turn reach their audiences, and they need to be matched in all parameters.

Special attention is paid to outdoor advertising. In Romania there are many constructions with large format screens. However, this is what brings down the outdoor advertising in Romania, as the quality of the screens is far from high, that even rough pixels are visible. We find another disadvantage - advertising brandmauers, obscuring the windows of residential buildings. It is hard to imagine the life of ordinary residents for whom the windows are tightly shuttered. It is also unclear how the brandmauers still hold on to the Romanian advertising market with this approach. "In the metro there is a trend of branding carriages, where an advert for a particular brand is placed directly on the carriage. What is interesting is that the stations in Bucharest are not externally branded at all. Everything in the carriages itself is very laconic. There are only separate places for posters, the handrails are branded"⁴⁸. This is the end of the advertising diversity of the Romanian metro. Advertising can be found at public transport stops,

⁴⁸ Stanitsky, V. World outdoor advertising: Romania / V. Stanitsky // Master AD [Electronic resource] - 2015. - Mode of access: [http://masterad.com.ua/Блог/tag/наружная- advertising-Romania/](http://masterad.com.ua/Блог/tag/наружная-адvertising-Romania/). - Date of access: 05.10.2016.

on the walls and roofs of buildings. However, there are also more creative approaches - taxi roofs, non-standard SD adverts directly on the pavements and others. Mostly the advertised products are global and lesser-known brands - Coca-Cola, Milka, Aser. In addition, sellers of various services - mobile networks, internet - try to attract attention. They advertise food products, cultural events, personal hygiene products. In short, everything that is favourable to recommend to passers-by.

As we can see, the Romanian advertising market is diverse. The state of internet advertising, TV advertising, mobile internet advertising and outdoor advertising can be called average. Probably, Romania has achieved a good performance in the advertising industry due to its place in the European Union, which, in turn, is a good catalyst for modern ideas, both advertising and many others. The peak of the Romanian advertising market in late 2015 and early 2016 is in television. But due to the forecasts for 2016, television will not remain as strong a competitor in the advertising field. Next on equal "stages" are Internet advertising and mobile Internet, which, in turn, can be competitive not only in the Romanian, but also in the global advertising market, which can serve as an impetus to change the structure of the Romanian advertising market (first place in the country's advertising industry and pushing back advertising on television). For this purpose, the state and private companies should make more active use of contextual advertising, as well as invest more budget in the creation of advertising videos specifically for Internet users. There is a dynamic development of outdoor advertising using European approaches. However, there are major "gaps" in the field of outdoor advertising in Romania. This is the poor quality of street screens, and the same brandmauers that obscure people's windows. Here the area for improvement is even more extensive. We can assume that the leading force in the Romanian advertising world will be the Internet, followed by television, print media and outdoor advertising.

CHAPTER 7

Polina Dolgoplova

Japan's advertising market potential

Advertising of any country has its origins in the olden days. Whether it's a herald from the Middle Ages, adverts on city walls in the 19th century, they form part of the historical process of shaping modern advertising. "Starting in the Edo dynasty (from 1603), adverts were already prominently displayed on the gates of Shinto and Buddhist temples, as well as on fences and gates of houses. There were no newspapers in Japan at that time, so advertising leaflets were often inserted into books"⁴⁹. It follows that historically, starting in the 17th century (although there may be older examples of ancient Japanese advertising), not only did the Japanese advertising industry begin to develop, but such an advertising platform as outdoor advertising was already in its infancy.

Of course, in the modern advertising market, more rapid processes are taking place, different directions and trends are emerging. Japanese advertising is distinguished by the specifics of the national market, where the decisive importance belongs not to the consumer, but to the producer of goods and services. Traditionally, firms producing consumer goods were very receptive to various novelties, but did little research into the consumer community. New products would arrive in shops and one could be sure that they would all go out without questioning the capacity of the market. More and more new designs were being introduced, and their market success was also a foregone conclusion. Batch sizes were determined by the size of the manufacturing firm itself, not by the results of marketing research on how the product was marketed. The manufacturer's primary goal was not to absorb a competitor, but to retain market share. The growth of the firm was planned from the increase in consumer's spending to purchase the products. As a rule, competition did not extend to the area of pricing.

⁴⁹ History of advertising industry development in Japan. The largest advertising companies // Studebooks.net [Electronic resource]. - 2011. - Mode of access: http://studbooks.net/824227/marketing/yaponskaya_reklama_otrazhenie_sovremennoy_kultury_yaponii. - Date of access: 17.12.2016.

As in the rest of the world, advertising in Japan must be subject to all national laws, but in addition, there are laws that apply to advertising itself, advertising agencies, and advertising media. The Japanese Advertising Association has developed an advertising code that all companies involved in advertising adopt. "The code consists of the following basic principles: to reflect reality, not to deceive the public's trust; to make life richer and more joyful through goods; to provide information that benefits the recipient of the advertising message; to contribute to effective economic development by utilising the latest scientific achievements; to bring joy to people"⁵⁰ .

Zenith Optimedia forecasts that in 2016, "the global advertising market will grow by 5%. This will be fuelled by global events such as the Summer Olympics in Rio de Janeiro and the US presidential election. In 2017, the growth dynamics will again decline slightly to 4.4%"⁵¹ . Advertising company Cyber Agent estimates that the industry size in Japan's advertising industry will grow to reach \$3.1 billion by 2017. Cyber Agent is one of the largest mobile advertising providers in Japan. It develops and sells products for phones, smartphones and computers, as well as games.

Advertising in the press and on the radio is low in demand as Japanese society is mainly focused on watching television, using internet resources via computer and using mobile internet.

Mobile advertising is usually defined as follows: it is a type of marketing that targets specific users or Internet resources and delivers information through systems that utilise advertising deals. The company concluded from its forecasts that "the market share attributable to PCs (personal computers) will already be smaller than the market share of mobile advertising for smartphones in 2015 (\$1.46bn and \$1.16bn). By the end of the reporting period, the disparity will be distributed in the proportion of 1 to 2 (\$1.03bn and \$2.09bn respectively)"⁵² .

⁵⁰ Chizh, L. Some trends in the development of advertising in Japan / L. Chizh // Izvestia Oriental Institute. - 1997. - C. 108-109.

⁵¹ Zenith Optimedia forecast: developed advertising markets will surpass emerging markets in terms of growth dynamics for the first time in 8 years. // Advertoology. The science of advertising [Electronic resource]. - 2015. - Access mode: <http://www.advertoology.ru/article133062.htm>. - Date of access: 18.12.2016.

⁵² Smirnova, I. The volume of the Japanese mobile advertising market will grow to 3.1 billion by 2017 / I. Smirnova // Portal app2top [Electronic resource]. - 2014. - Access mode:

Japanese advertising technologies and the very psychology of commercials and adverts differ significantly from Western models. For example, television and viral commercials are characterised by frequent and sharp changes of frames. Also, when shooting video clips or on an advertising poster, the emphasis is on the image. Poster adverts are often placed en masse: walls pasted with identical posters are a normal picture for Japan. On them you will rarely find a direct mention of a discount, promotion or bonus. This information is implied, but not emphasised in a separate line. This tendency also takes place because each frame in Japanese advertising is part of the overall semantic picture, so specks of lines at the bottom will interfere with the understanding of the essence of the advert.

Multimedia outdoor advertising is used much more actively here than in other countries. It is worth noting that in terms of effectiveness it is on a par with the internet advertising platform. And it is not without reason that huge rooftop advertising installations with the logos of famous brands overhang the streets on all sides. "The most large-format neon adverts are in Tokyo's most respectable neighbourhood, Ginza, which is a kind of reflection of modern Japan. The adverts placed here are of the highest quality and scale. Organically perceived buildings, the design of which is entirely or largely belong to individual shops. Vertical roof structures are very popular in Japan"⁵³. Advertisements placed perpendicular to traffic are more visible than those placed along the facade. Along with rooftop installations, LED screens and long panel brackets, the facades of large buildings are covered with banner firewalls.

On the Internet, you can find a wide variety of adverts that a European, for example, would find strange, incomprehensible or shocking. Some of the commercials may be simply incomprehensible to a European - for example, a 5-minute McDonalds advert where Ronald McDonald simply dances to annoying music. Or another case: Dentsu Tokyo Agency and Thai film director Saton Petchuwan made a hilarious

<http://app2top.ru/marketing/ob-em-yaponskogo-ry-nka-mobil-noj-rekl-45334.html>. - Date of access: 18.12.2016.

⁵³ Outdoor advertising in Japan (Tokyo). // [reklama31](http://reklama31.com) [Electronic resource]. - 2015. - Access mode: [http://reklama31.com/словарь/naruzhnaya-reklama-v-yaponii-\(tokio-\)](http://reklama31.com/словарь/naruzhnaya-reklama-v-yaponii-(tokio-)). - Date of access: 18.12.2016.

commercial for Dakara drink about balance in the body. The 'Balance' commercial promotes Suntory's Dakara drink and talks about the wonders of owning your vestibular system. But to understand the atmosphere and feel the mystique of the adverts, you need to see them for yourself. The specificity of advertising videos includes the fact that the Japanese are very fond of filming foreign celebrities in their commercials. There is an opinion that for shooting in Japanese advertising stars get more than for roles in blockbusters. In recent years, such popular actors as Arnold Schwarzenegger, Nicolas Cage and Harrison Ford have starred in adverts for Japan.

"The extraordinary nature of advertising does not prevent some commercials and individual promotions from becoming winners of world advertising festivals, including the most prestigious one - Cannes Lions. Thus, 3 times in the history of the festival Japan received the Grand Prix in the nomination "Film Lions" - in 1974, 1982 and 1993. Often Japanese advertising is included in the gold and silver lists of various nominations. In 2009, two promotional companies from Japan also took the festival's Grand Prix in the Media Lions and Promo Lions nominations⁵⁴. Thus, Japanese advertising appears to consumers as a candy in a colourful wrapper, which they want to unwrap and find out what it tastes like. The success of the Japanese advertising industry lies not only in the effectively placed accents in the creation of advertising, but also in how ancient the origins of Japanese advertising are. It is worth noting that the same heralds in other countries were not as effective as the ancient Japanese inserts in books and adverts on the walls of buildings, which even then represented an entry-level advertising platform. The trends and methods of Japanese advertising have had almost as much success as those of the West. Japanese advertising videos, which are not fully understood, are gaining popularity due to their unusual nature and positive, almost humorous mood.

According to advertising company Cyber Agent, the performance of Japanese advertising should only increase next year, which defines the state of the Japanese advertising industry next year as crisis-free and with rapidly increasing profit margins

⁵⁴ Advertising by barcode // Lenta.ru [Electronic resource]. - 2011. - Access mode: <https://lenta.ru/articles/2011/04/12/iapanmarket/>. - Date of access: 18.12.2016.

(approximately \$3bn). This situation is exemplary for most advertising markets. The current trends of the advertising industry in our century dictate the success of advertising markets in many countries due to the transition to contextual, mobile and high-tech outdoor advertising. In this regard, a small country has every opportunity to cement its position as one of the best advertising markets in the world year after year. The Japanese advertising market, which is in its heyday, can not only co-operate with the Western advertising markets of the European Union countries, but also create an international project that will combine the advanced trends of the West with the Eastern Japanese identity. As a result, the global advertising market will be presented with the most interesting advertising forms and samples that will bring the global advertising market to a new level and, consequently, a new level of competition.

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CHAPTER 8

Victoria Puzatko

Peculiarities of the advertising market development in Kazakhstan

Advertising activities in the Republic of Kazakhstan are regulated by the Law of the Republic of Kazakhstan "On Advertising" adopted in 2003. In the opinion of many advertising market participants and legislators, it is in need of amendments. The law covers relations arising in the course of activities of individuals and legal entities producing, distributing and using advertising. "The main objectives of state regulation in the field of advertising are: 1) protection of national interests; 2) prevention and suppression of inappropriate advertising, as well as advertising that infringes on public values and generally accepted norms of morality; 3) protection against unfair competition"⁵⁵ .

There is an International Advertising Code, adopted by the International Chamber of Commerce in 1937 (last revised in 1973), which governs 21 European and North American countries and also regulates the advertising market in Kazakhstan. The main principles of the International Advertising Code are: 1. Advertisements must not contain statements or images that violate generally accepted standards of decency. 2. Advertisements should not play on feelings of fear and superstition or provoke acts of violence without justifiable reasons. 3. Advertisements should not abuse trust or take advantage of the consumer's lack of knowledge and experience. 4. Advertisements shall not defame (whether directly or indirectly) any firm, industrial or commercial activity, profession or any product whether by inviting contempt or ridicule for it or in any other such manner. 5. Advertising shall not abuse the inherent gullibility or lack of experience of children or young people or their sense of loyalty. 6. The advertiser must take full responsibility for his advertisement.

⁵⁵ Law of the Republic of Kazakhstan dated 19 December 2003 № 508 // Republican Centre for Legal Information of the Ministry of Justice of the Republic of Kazakhstan [Electronic resource]. - 2012. - Access mode: <http://adilet.zan.kz/rus/docs/Z030000508>. - Date of access: 15.12.2016.

Today in Kazakhstan, we can distinguish several types of media where advertising is actively placed: television (national airwaves + local airwaves in Almaty), press (national editions + local editions in Almaty), radio (national airwaves + local airwaves in Almaty), outdoor advertising (outdoor constructions in Almaty) and the Internet (presence monitoring). In 2015, the volume of advertising in this country increased by 1.4%. The leader of the media market is television - 87%, radio - 3%, press - 3.5% and outdoor advertising - 6.5%. Compared to 2014, television gained momentum, while other media suffered losses and gave up their positions. The top three national TV channels in terms of the share of advertising budgets in Kazakhstan are Channel One Eurasia, Channel 31 and KTK. The top three radio channels are Russian Radio, Radio Retro and Love Radio. The leading positions in terms of the attracted budget in the press are occupied by the monthly magazine "Harper's Bazaar", weekly newspaper "Karavan", monthly magazine "#1 Mag".

Not so long ago, outdoor advertising became a fairly stable and promising type of business in Kazakhstan. It accounts for about 10% of the advertising market. The following types of outdoor advertising structures are the most popular in terms of the number of occupied parties: Billboard (billboard with external suspension), Bus shelter (structures located at bus stops), Light box or Back Lit (freestanding billboards with internal suspension). On 30 November 2015, at an extraordinary session of the City Maslikhat, the deputies made amendments to the "Rules for the Improvement of the Territory of Almaty" dated 2007. A new format of outdoor advertising structures and four types of billboards allowed to be placed in the city with smaller sizes were approved.

The situation with billboards and new rules of their placement in Almaty, although it causes concerns for Victor Eliseev, managing director of the group of communication agencies Dentsu Aegis Network Kazakhstan, as the main share of outdoor advertising budgets is utilised in the southern capital of this country, but he does not consider them critical. He noted that there are a lot of alternative solutions to traditional billboards in outdoor. These are seniors, stop complexes, city-formats, firewalls, mupees. According to him, "for a short period of installation-dismantling of

structures there will be a partial redistribution of budgets, but it will not dramatically reduce the share of outdoor advertising in the structure of the advertising market of Kazakhstan"⁵⁶ .

Internet advertising is becoming increasingly popular in Kazakhstan. The audience of users of the global network is gradually growing, and advertisers are mastering not only the classic web, but also mobile applications. However, this format of advertising will not be among the leaders for some time to come, but due to its flexibility, huge number of offers, and the possibility to advertise on foreign sites with targeting to Kazakhstan, it can not only remain stable, but even grow. The first three Internet sites in Kazakhstan by the number of advertisers were: Kolesa.kz, Nur.kz, Krisha.kz.

After some changes in the country's media industry, there is passive behaviour among advertisers in terms of concluding new media deals and organising tenders for marketing services. "The reaction of advertisers to economic challenges is predictable: most clients cut their budgets in proportion to the tenge exchange rate adjustment, revise deals and strategies. I am sure that the effect of devaluation will become more sensitive for the industry this year. Negative dynamics will continue. Thus, according to our latest estimates, the media advertising market will shrink by 16-17% in 2016," summarised Victor Eliseev.

The crisis is a time of extremely rational distribution of advertisers' marketing budgets. It is also an effective source of development and a period of toughening of the competitive environment. As a result, it is during the crisis that the qualifications and expertise of domestic specialists and their general professional level improve. In this regard, we can predict a reduction in the involvement of expensive expats in the implementation of Kazakh projects, the growth of the share of local specialists who have already had time to develop. Also, more and more non-standard and inexpensive

⁵⁶ Yelemesov, M. The advertising market in Kazakhstan in 2016 may decline by 17% / M. Yelemesov // Newspaper "Liter". [Electronic resource]. - 2016. - Access mode: <http://liter.kz/ru/articles/show/16838-rynok-reklamy-v-kazahstane-v-2016-godu-mozhet-prostet-na-17>. - Date of access: 15.02.2016.

solutions will appear, as a result, the share of digital segment will continue its active growth. Therefore, the quality of advertising is also expected to grow. In the current period, the Kazakhstani market seems to be actively developing from a professional point of view, offering the client solutions of increasingly high quality.

The total number of advertisers in Kazakhstan's media (TV, radio, press, outdoor advertising) in January-June 2015 was 2,440, which is 4.9% less than in the first half of 2014. The increase in the number of advertisers in outdoor advertising was 4.0%, the decrease in the number of advertisers on TV - 5.7%, on radio - 10.7%, in the press - 10.9%. Now 70% of the advertising market budget is accounted for by the top 50 advertisers. In the first half of 2015, Unilever almost doubled its advertising budgets compared to the same period of 2014 (an increase of 93%) and took the first position. Nestle increased its advertising budgets by 23% and took second position. In third place is Mon'Dalys Kazakhstan, which increased its advertising budget by 44% over six months. The advertisers Kcell, Wimm-Bill-Dann, De Sheli, Wheels, Avon Cosmetics, Sandoz Pharmaceuticals, Janssen-Cilag, Storck International, Renault, Home Credit Bank, RIA Panda Kazakhstan, KokshetauMinVody, TMV Telecommunication completed the top 50.

The leading products in the advertising space are food products, various services, perfumes and cosmetics. The smallest percentage of advertising is for automotive products, household appliances, computing and copying equipment, and software. In the top 20 advertisers of Kazakhstan, Ilya Dzhumaev, head of marketing department of Vi Trend, at the round table of AKAR "Media market of CIS countries" presented the top five as follows: the first position - L'OREAL/NESTLE, then - MARS, PROCTER & GAMBLE, UNILEVER, COCA-COLA. "The Top 20 advertisers account for 69 per cent of ratings sold, with the Top 5's share of bought inventory at 37 per cent. From year to year, the list of Top 10 advertisers practically does not change and remains quite stable in its composition"⁵⁷.

⁵⁷ Dzhumaev, I. Review of the advertising market of Kazakhstan / I. Dzhumaev // Slideshare [Electronic resource]. - 2015. - Access mode: http://www.slideshare.net/Vi_presentations/ss-47506822. - Date of access: 15.12.2016.

The following conclusions can be drawn from all of the above. Firstly, advertising in Kazakhstan is placed in all types of mass media. At the same time, television has been the leader for many years and, according to forecasts, is not going to give up its position, as the average TV is watched for 4.5 hours and most of them are national channels. Secondly, there is still more talk about the Internet in Kazakhstan than money. There is certainly potential for growth. The Internet is now a good supporting media resource, with the help of which it is possible to "get" coverage, especially if the advertiser is interested in a certain narrow target audience. First of all, online video and media (banner) advertising are developing. Thirdly, the advertising market in Kazakhstan is not in the best situation at the moment: it is still subsiding. There is an active redistribution of funds, as most advertisers are reducing their budgets in proportion to the adjustment of the tenge exchange rate, revising deals and strategies. But despite all the difficulties, one plus can be highlighted: the quality of advertising is improving.

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CHAPTER 9

Victoria Puzatko

Trends in the development of the advertising market in Turkey

In many cases, media are partially or fully dependent on advertising. At the same time, advertising, being included in the broader marketing efforts of companies producing goods and services, is interdependent with the media. A key reason for this is the popularity of television (as well as other media - press, radio, internet, cinema) with the audience. At the same time, the audience acts as a segmented by preferences and lifestyle aggregate of different consumer groups. Thus, at the heart of the TV advertising business is the process of delivering advertising to the audience, in other words, effectively "linking" them, ensuring effective contacts between advertisers and consumers. Along with this, the functioning of the advertising market presupposes the presence of other important actors - advertising agencies, research companies, regulatory bodies. Advertising, being one of the most important tools contributing to the development of consumer markets, is highly dependent on the pace of economic development as a whole. At the same time, advertising revenues are one of the main sources of development and income of the media as such. Therefore, in relation to the problems of television advertising markets, the paper uses macro- and micro-level analyses.

Macro-analysis involves the assessment of trends in the development of the advertising market as an integral component of the modern economy as a whole. Among the main indicators here are: absolute and relative indicators of market volume; the share of advertising expenditures in gross domestic product; advertising expenditures per capita; the ratio of advertising expenditures to consumer expenditures and some others. The level of microanalysis is associated with the identification of the peculiarities of the media advertising business in relation to each of the countries. Here, to a much greater extent, it is necessary to take into account local specifics - institutional peculiarities of business organisation, development of communication environment, and specifics of the lifestyle of the population.

The Turkish advertising market is actively developing in accordance with global trends, experiencing a significant influence of advertising technologies and ideas from the United States and Europe. The peculiarities of the Turkish advertising market in general are determined by the culture and history of the country and the mentality of its inhabitants. They are connected, first of all, with the values of Islam and the specifics of a secular state, which has led to a number of significant restrictions on advertising activities. "Turkey is similar to Russia in many respects: the population of Turkey is only 2 times smaller than in Russia, GDP per capita and the level of Internet penetration are almost the same, mentality is similar (both countries consider themselves heirs of the Byzantine Empire)"⁵⁸ [1].

Of the information on the Turkish television market that I have been able to gather, the following is interesting. Turks are avid TV viewers: out of 3.5 billion dollars of the total advertising market in Turkey, TV advertising accounts for 2.8 billion, i.e. 80% (for comparison, in Russia - only about 50%, and in the West even less). Parallel TV viewing and smartphone use are not in vogue here either, all the attention of TV viewers is focused on the TV set. Therefore, local market leaders believe that although television should become interactive, the 2nd screen concept will not take root in Turkey, and therefore content management should take place on the TV set (in the West, many TV channels are of the opposite opinion and launch applications for smartphones, which can be used to control what is happening on the TV set).

Thanks to the planned reforms, the Turkish telecoms market is of great interest to investors. Liberalisation of the Turkish telecommunications market began in 2004, but so far the changes have only affected the long-distance market and the privatisation of the state monopoly Turk Telekom. The unclear state regulation of Turkey's telecoms sector has so far kept most foreign investors at a respectful distance. However, Turkey's aspirations to join the European Union are forcing it to continue reforms. And in 2007 the country saw the demonopolisation of the local telecommunications market, the issuing of 3G and WiMAX licences, the emergence of alternative backbone networks

⁵⁸ Turkey as a market for Russian high-tech companies // Habrahabr [Electronic resource]. - 2016. - Access mode: <https://habrahabr.ru/post/226921/>. - Date of access:20.10.2016.

on a national scale and the introduction of mobile number portability (MNP). All this has opened up new opportunities for investors to enter the Turkish telecoms market and expand their business activities. "The volume of the Turkish telecommunications market reached \$14.1 billion in 2006, while in 2005 this figure was \$11.9 billion. According to the regulator's forecast, in 2010 the volume of the Turkish telecommunications market increased to \$23.8 billion"⁵⁹ [2, c. 197].

Turk Telekomunikasyon A.S. (Turk Telekom), Turkey's main fixed-line operator, accounts for more than a third of the market, with an annual turnover of around \$5.54 billion. This amount includes the turnover of Turk Telekom's 100% subsidiary TNet, which provides Internet access services (mainly dial-up and ADSL). TNet was established in 2006 under pressure from the Turkish Competition Authority, which required Turk Telekom to spin off its Internet business into a separate entity. Turk Telekom continues to be a monopoly in almost all market segments except for long-distance services. "Since 2007, the local telephony market has been liberalised in Turkey, all operators will have access to Turk Telekom's "last mile", there are alternative transport networks in the country, and since 2008 - and WiMAX networks"⁶⁰ [3, c. 98].

In Turkey, alcohol advertising is banned on television during weekdays. Only from 00:00 to 06:00. But there is no such restriction for other means of communication - radio, internet. In print media it is forbidden at all. As for cinemas, it is not allowed to show advertisements during the sessions. Although it is not specifically stated whether this refers to advertising before the film sessions or at the time of watching the film in cinemas. Although Turkey's overall level of development is roughly on par with Russia, Turkish companies lag far behind other countries in terms of IT technology. "There is nothing new under the sun" - this quote from the Bible is loved in Turkey, and perhaps that is why there are no homegrown Internet giants here. "Of the 10 most popular websites in Turkey, only 3 are Turkish (2 media sites and 1 e-commerce

⁵⁹ Nazarov, M.M. Foreign markets of television advertising: a comparative study Nazarov - Analytical Centre Video International / M.M. Nazarov. - Moscow: NIPKTS Voskhod, 2011. - C. 197.

⁶⁰ Polukarov, V.L. Television broadcast advertising // V.L. Polukarov. - Moscow: Polipress, 2010. - C. 98.

platform), 6 are American and 1 is Russian (Yandex)."⁶¹ [4]. So Belarusian IT companies may well occupy free niches in the Turkish market.

However, Turks say that it is virtually impossible to sell anything from Russia or Belarus to Turkey directly. In the Turkish market, it is important not to "know how", but to "know who" - in other words, you practically cannot do without a local partner with good connections, especially if you are working in the B2B sector. Besides, Turks in general and Turkish IT engineers in particular have a poor command of English, which practically excludes the possibility of any communication with them on professional topics. Turks are used to buying IT technologies in the USA and Western Europe. So, in order to successfully operate in the Turkish market, Belarusian companies should localise themselves as much as possible, as Yandex did.

The results of the forecast for 2015 showed that the growth will stop in almost all communication platforms, except for the Internet, which will be able to improve its position only through contextual media advertising. The volume of the internet advertising market in Turkey for the year 2015 varies within the range of 6 million dollars. There are approximately 60 websites that are able to attract really effective advertising. The structure of the types of online advertising is as follows: banner advertising is in the 1st place, followed by contextual and video advertising. I note that compared to 2014, the volume of the video advertising market grew by 30%, which is a very high indicator. Another interesting fact is that 2.5-3 million manats were spent on advertising in social networks (facebook, instagram), as well as in google, which is almost half of the total turnover of online advertising for the year, which is indeed a serious amount.

Group M's forecasts for 2016 looked more tempting. According to the analytical company, in 2016 the decline will stop and the market will start to grow slightly - by 1%. Growth will be seen most of all in the TV advertising industry, radio (due to the improvement of video content), cinemas and, of course, the Internet, where video content will also be relevant. At the same time, special development is observed in the

⁶¹ The growth of the Turkish advertising market may slow down // Real Estate in Turkey [Electronic resource]. - 2010. - Access mode: <http://www.tr.alri.ru/news/148>. - Date of access: 09.11.2016.

sphere of Internet advertising. In the country, as well as others in the region, Internet advertising has been growing rapidly in recent years. Statistics show that the market for this sector has grown by about 25 per cent every year for the last four years. The decline will be all over the same outdoor advertising and print resources. According to calculations by research company Zenith Optimedia, Turkey's advertising market was expected to grow by 6% in 2016, while the country's online advertising market was forecast to grow by 15%. The performance in online advertising is almost the same as in Russia. But we also note that in 2016, television advertising is expected to take up the majority of the advertising market.

All these reflections lead to a number of important conclusions. Firstly, the Turkish advertising market is actively developing in accordance with global trends, experiencing a significant influence of advertising technologies and ideas from the USA and Europe. At the same time, the peculiarities of the Turkish advertising market as a whole are determined by the culture and history of the country and the mentality of its inhabitants. They are connected, first of all, with the values of Islam and the specifics of a secular state, which led to a number of significant restrictions on advertising activities. Secondly, it is practically impossible to sell anything from Belarus to Turkey directly. In the Turkish market, it is important not to "know how" but to "know who" - in other words, it is practically impossible to do without a local partner with good connections. Therefore, Belarusian companies need to localise themselves as much as possible in order to successfully operate in the Turkish market. Thirdly, Turks are avid TV viewers: TV advertising accounts for \$2.8 billion out of \$3.5 billion of the total advertising market of Turkey. Parallel TV watching and the use of smartphones are also not in vogue here; all the attention of TV viewers is focused on the TV set.

CHAPTER 10

Victoria Puzatko

State of the Czech advertising market

Among the Eastern European countries, the Czech Republic is one of the most industrialised countries (2nd place). The gross domestic product per capita is 26.8 thousand dollars, which is 82% of the average for the European Union. In the 80s of the last century Czech GDP was 0.8 per cent of the world GDP, the modern share in the world economy is a stable 0.35 per cent. The Czech Republic was the most economically developed country in Eastern Europe, now second only to Slovenia. The main industries that are developing in the Czech Republic are mechanical engineering, iron and steel production, metalworking, chemical products, electronics, transport equipment, textiles, glass, beer, porcelain, ceramics, and medical products. The main agricultural products are sugar beet, potatoes, wheat, and hops.

"Today the Czech Republic is filled with various organisations from neighbouring European countries and the USA. Firms, banks, agencies and 'chanceries' (the most common name for organisations among Czechs) with foreign capital and specialists are growing exponentially"⁶². PR and advertising firms not only serve the Czech economy, but also influence it and influence political processes in the country. Not only the Czech Republic is trying to keep up with its developed European neighbours, but also the closest European countries are trying to occupy free niches in the Czech economy.

All the largest agencies - 22 "agencies", as the Czechs call them - are united in the Association of PR Agencies - APRA. It has its permanent headquarters located in the very centre of Prague, staff, courses and an Internet site. APRA is a permanent member of ICO - International Committee of Public Relations Consultancy Associations. Such commercialisation of Czech PR-agencies is explained by the fact

⁶² Czech Republic. Trade and economic relations // Export information support portal [Electronic resource]. - 2016. - Mode of access: http://export.bv/resources/ssilki_53f8/chehiya_225a.html. - Date of access: 18.01.2016.

that many professional PR-consultants working in the staff of the organisations are in one way or another connected with the social and political life of the country.

When presenting information about themselves, Czech agencies are obliged to indicate the amount of income (in millions of crowns) and the amount on the account (billing) as of the current day. In addition, the month and year of the organisation's establishment, the number of employees, the number of regular clients, and the names of the top officials. There are two main types of advertising agencies in Prague - creative and media. Creative agencies develop the idea of an advertising campaign. Media advertising agencies bring the idea to life. What unites both types is a full-service advertising agency - a company that will present your product or service in the market in the best possible light, using everything from the media to street posters, stands and signs.

"Czech websites and portals earned 2 billion crowns (more than \$100 million) from online advertising over the year. Two-fifths of these revenues (789 million crowns) came from the largest Czech portal and search engine Seznam.cz"⁶³. Net Centrum, which owns the portal Centrum.cz, earned 434 million crowns from advertising, while Mafra (which owns the news site iDnes) earned 312 million crowns. Fourth and fifth place are occupied by ARBO interactive and the Atlas portal. Overall, the advertising market in the Czech Republic totalled about 25.3 billion crowns, and the share of online advertising in it is constantly increasing. There is every reason to believe that the volume of advertising in the Czech Republic will grow to 25.8 billion crowns, with the growth of companies' investments in online advertising increasing by around 20 per cent.

Czech companies spend billions of crowns on internet advertising. The volume of the internet advertising market in the Czech Republic has grown by 26% recently. The forecast was published by Factum Invenio, the company that conducted the study. The Internet in the Czech Republic is the third largest advertising industry in terms of money invested. The first place traditionally belongs to television advertising and the

⁶³ Czech News // Science of Advertising [Electronic resource]. - 2010. - Access mode: <http://www.advertology.ru/article56899.htm>. - Date of access: 18.01.2017.

second place to print media. The largest amount of expenditure is on banner advertising of all formats (6.8 billion CZK). Spending on search engine advertising reached 2.9 billion kroons and social media 1.4 billion kroons. More than a billion went to catalogue and line advertising (1.2 billion). Video advertising (689 million kroner), PR articles (178 million kroner) and RTB advertising (45 million kroner) are also increasing rapidly. If a trend were to be labelled, in addition to rising costs, we can also speak of an increase in the variety of sales models, advertising space formats and the associated diversification of investments.

When comparing the shares of expenditure on individual advertising spaces, it can be seen that the largest investment is in television (40.5 per cent), although, compared to previous years, "expenditure on this type of advertising has decreased by 2 billion kroons. In second place are print media (17.5 billion kroner), followed by internet advertising with 13.3 billion kroner (19.4 per cent). Radio and outdoor advertising spent 5.8 and 4.3 billion crowns last year, respectively."⁶⁴ . Among the media where Czech companies prefer to place their adverts, television is the leader. Spending on advertising in print media has been declining for the fourth year, while the number of online adverts, on the contrary, has been growing. If the trend of Internet advertising growth of 15-20 per cent annually continues, it can be assumed that in two years the volume of electronic advertisements will exceed the volume of print advertisements. Currently, the advertising market has become completely monopolised, the number of large players present in the advertising market is not increasing, the number of small advertising agencies engaged in promotion through advertising decreased by 30 per cent in 2008 due to the crisis. The total demand for advertising services on average in all segments of the advertising market decreased by 25 per cent. Now the segments of advertising on television and in printed media have become less interesting for customers. As a result of the reduction of advertising and marketing budgets by companies, television has become an expensive pleasure for

⁶⁴ The volume of Internet advertising in the Czech Republic has grown to 2 billion crowns// Advertising, Marketing, PR, SEO - Pro Reklamu. [Electronic resource]. -2010 . - Access mode: <http://www.proreklamu.com/news/news-advertising/8575-2-.html> . Date of access: 18.01.2017.

customers, print media for a long period of time is gradually losing its relevance, as most of the target audience for which advertising is designed, every year prefers the Internet as the main source of obtaining information of interest.

Promoting goods and services through advertising has become less relevant than it was in the period from 2005 to 2014. Television advertising has become unaffordable for many companies. If we evaluate the number of existing advertising media, their number has not increased since 2010. Now there are about 1 million advertising media in the Czech Republic, including TV channels, print media and outdoor advertising. The creation of additional advertising media is a labour-intensive task with no prospective basis. Since last year, more than 30 per cent of the existing outdoor advertising media in the Czech Republic have become vacant. If we assess the possibility of expanding in these segments, the potential is not obvious, the market is monopolised and there is nowhere for the advertising market to expand in these areas. The number of television channels is limited, radio stations too. Media and Internet advertising remain. The Internet is now the most favoured medium, as the cost of advertising is relatively inexpensive, and the number of sites hosting advertising is growing every day.

Thus, customers will give greater preference to less costly and more effective methods of advertising promotion. In the next few years, the most active segments of the advertising market should be Internet advertising and creative BTL-actions organised by advertising agencies. According to clients who order BTL-actions, they bring a positive effect, which is immediately reflected in the increase of their sales. Internet advertising will attract the attention of customers as one of the cheapest ways to promote goods, services. There is a sub-segment of Internet advertising in the market, which has also become widespread recently, is contextual Internet advertising. "According to Yandex information, the number of customers in the contextual advertising segment is growing. The number of advertising orders in this segment increased by 6070 per cent in 2006. The number of transitions to advertisers' sites from contextual adverts increased by 280%"⁶⁵. Despite the significant increase in contextual

⁶⁵ Internet advertising in the Czech Republic is gradually replacing all other types of advertising //

advertising clicks, the TOP-expert agency gave the following comment on this segment of the advertising market: "Contextual advertising is a relatively new trend, which has recently become widespread. Internet users since the emergence of contextual advertising at first could not appreciate what this innovation is. But over a period of time, users have taken a closer look and learnt what contextual advertising is for them.

To summarise these considerations, the following conclusions can be drawn. Firstly, the Internet in the Czech Republic is the third largest advertising industry in terms of money invested. The first place traditionally belongs to television advertising, the second to print media. Currently, spending on non-traditional means of advertising distribution, the so-called integrated marketing communications (IMC), is growing at a faster pace. Secondly, spending on information services, consultancy, public relations, sponsorship events and special communications is growing faster than media spending. The most common technique among them is now becoming BTL. Thirdly, there will be a greater preference on the part of customers for less costly and more effective methods of advertising promotion. In the next few years, the most active segments of the advertising market should be: Internet advertising and creative BTL campaigns.

CHAPTER 11

Polina Sarvilina

Opportunities for the advertising industry in Kyrgyzstan

Today, we all have valid views on what advertising is. And we also tend to have our own opinions and biases about it, not without reason. There are numerous and varied definitions of advertising. It can be defined as a communication process, as a sales organisation process, as an economic and social process of public relations, or as an information and persuasion process, depending on one's point of view.

Advertising itself, in simple terms, serves to publicise by various means (sometimes all available means) new products or services and their consumer properties, and is aimed at the potential consumer, paid for by the sponsor and serves to promote its products and ideas. Advertising is part of a firm's communication activities, along with publicity and sales promotion. Advertising does not necessarily impose a product on the customer. Sometimes it simply makes the latter remember a particular brand or name of a product (service) when he makes his choice.

It is generally believed that the word advertising comes from the Latin verbs "reclamo" (to shout) and "reclamare" (to respond, to demand). Since advertising is a very broad and multifaceted concept, in the world practice there are many definitions that characterise it in different ways. Advertising is a type of activity or the products produced as a result of it, the purpose of which is the implementation of sales or other tasks of industrial, service enterprises and public organisations through the distribution of information paid for by them, formed in such a way as to have an enhanced impact on the mass or individual consciousness, causing a given reaction of the selected consumer audience.

The legal and regulatory framework for the functioning of advertising in Kyrgyzstan is represented by the Law on Advertising dated 24 December 1998, the rules of outdoor advertising and information in Bishkek dated 5 July 2000 and other acts of state authorities and management bodies. Advertising activity is a new

phenomenon in the market economy of Kyrgyzstan and still requires more detailed, substantive consideration and study of this issue at the legislative, doctrinal and professional levels. "The Law on Advertising of 24 December 1998 regulates relations arising in the process of production, placement and distribution of advertising in the markets of goods, works, services of the Kyrgyz Republic, including securities markets, markets of banking, insurance and other services related to the use of money by individuals and legal entities"⁶⁶. The objectives of the Law are to protect against unfair competition in the field of advertising, to prevent and suppress improper advertising that may mislead advertising consumers or harm the health, property of individuals or legal entities, the environment or harm the honour, dignity or business reputation of these persons, as well as infringe on public interests, principles of humanity and morality.

The Law also applies if actions taken by individuals and legal entities of the Kyrgyz Republic outside the Kyrgyz Republic in the field of advertising lead to restriction of competition, misleading of individuals and legal entities in the territory of Kyrgyzstan or entail negative consequences in the country's goods markets. The Law applies to foreign legal entities, as well as foreign citizens and stateless persons - individual entrepreneurs, registered in accordance with the established procedure, producing and distributing advertising in the territory of the Kyrgyz Republic.

If the advertiser's activity is subject to licensing, then when advertising the relevant goods, as well as when advertising the advertiser itself, the latter is obliged to present the relevant licence or its authentically certified copy, and the advertising producer and advertising distributor are obliged to demand their presentation. In order to make a profit (or fulfil other objectives), businesses produce and sell products and services that compete in the marketplace. To build sales or profits, companies identify groups of potential buyers, called target markets, and then devise marketing strategies designed to ensure that their products appeal to those groups. "Advertising falls under

⁶⁶ Prospects for the development of the advertising market of Kyrgyzstan // Expert. Consulting agency [Electronic resource]. - 2016. - Access mode: <http://www.expert.kg/ru/monitoring/125>. - Date of access: 06.09.2016.

the category of sales promotion and is part of a whole set of sales promotion techniques along with sales promotion, sales incentives and public relations. In order to reduce the cost of sales, means are used for advertising to ensure that the adverts are communicated to a wide range of people known as the target audience"⁶⁷. Thus, in terms of the marketing function, the overall purpose of advertising is to reduce selling costs.

In all forms of advertising, a message is conveyed to a group of people. As a process of transmitting information, advertising has its origins in other civilisations. In modern times, the mere transmission of information is still an important function of advertising. Examples are advertisements and legal notices published by various organisations and government bodies. People learn from advertisements. They learn about the products offered to them and discover ways to improve their lives. Advertising, in its educational aspect, accelerates the adaptation of the new and untried, thereby advancing at an accelerated pace technological progress in industry and making a better life for all a reality. But to be successful, advertising must not only be educational, it must also prompt action, whether it be buying a different kind of cereal or attending church regularly.

There are the following main features that characterise advertising: "1. Public character. Advertising is a purely public form of communication. Its public nature implies that the commodity is legitimate and generally accepted. 2. Ability to exhort. Advertising is a means of exhortation, allowing the seller to repeat his appeal many times. At the same time, it enables the buyer to receive and compare the appeals of different competitors. Large-scale advertising is a kind of positive evidence of the seller's popularity and success. 3. Expressiveness. Through the skilful use of font, sound and colour, advertising opens up opportunities for a catchy, effective presentation of the firm and its goods. 4. Impersonality. Advertising cannot be an act as personal as communicating with a salesperson of a firm. Advertising is only capable

⁶⁷ In Kyrgyzstan there is an acute deficit of creativity in advertising // Vecherniy Bishkek [Electronic resource] . 2015. - Access mode : http://www.vb.kg/doc/289121_v_kyrgyzstane_ostro_oshyshtaesia_deficit_kreativa_v_reklame.html . - Date of access: 09.10.2016.

of a monologue, not a dialogue with the audience"⁶⁸ .

In 2016, there were more than 50 advertising agencies in Kyrgyzstan. "Most of them are located in Bishkek"⁶⁹ . There are also special publishing houses there, which are also engaged in advertising activities - "Advertising and Commercial Centre of the Publishing House Slovo Kyrgyzstana". It is worth considering the development and promotion of advertising in the Internet space. "Web advertising is popular among the local population. It meets all the characteristics, fulfilling its initial tasks in the form of promotion of a particular product. "The most popular advertising agencies in Kyrgyzstan: "Anandamaya", "DAILER GROUP LLC", "FreshBoom", "Medor", "Quasar", "RainbowMedia" and others"⁷⁰ .

Speaking about advertising in Kyrgyzstan, it is worth noting that its development does not stand still. Firstly, the number of quality advertising organisations corresponds to the quantity of product requested. Not only that, advertising comes from all possible sources: television, internet, billboards, radio, public transport. People learn from advertising. They learn about the products offered to them and discover ways to improve their lives. Secondly, the Law on Advertising of Kyrgyzstan provides for and addresses all kinds of situations that may arise in the PR market. The objectives of the Law are to protect against unfair competition in the field of advertising, to prevent and suppress improper advertising that may mislead advertising consumers or harm the health, property of individuals or legal entities, the environment or harm the honour, dignity or business reputation of these persons, as well as infringe on public interests, principles of humanity and morality. Thirdly, the development of the advertising business, including the private one, does not stand still. The opening of new agencies is an indicator in this case. The most popular advertising agencies in Kyrgyzstan are: "Anandamaya", "DAILER GROUP LLC", "FreshBoom", "Medor", "Quasar", "RainbowMedia". There are special publishing houses that are also engaged in

⁶⁸ Singer, B. Dogs of sales / B. Singer. - Moscow: LLC "Popurri", 2013. - C. 112.

⁶⁹ Advertising agency "Anandamaya" - experience, professionalism and responsibility // Reclama.kg [Electronic resource]. - 2010 - Mode of access: <http://reclama.kg/o-kompanii/>. - Date of access: 06.09.2016.

⁷⁰ Advertising and PR agencies // Inform.kg [Electronic resource]. - 2015. - Access mode: http://www.inform.kg/ru/business_pages/126. - Date of access: 06.09.2016.

advertising activities. It is worth considering the development and promotion of advertising in the Internet space.

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CHAPTER 12

Daria Shablinskaya

Peculiarities of the advertising market in Iceland

Iceland is an island country located in the west of Northern Europe in the North Atlantic Ocean. On 17 June 1944 it separated from Denmark. Administratively it is divided into 8 regions: Hövuðborgarsvæðið, Sudurnes, Vesturland, Vestfirðir, Nordjærland-Vestra, Nordjærland-Eystra, Eysturland, Sudjærland. Iceland is a founding member of NATO in 1949. It became a member of EFTA in 1970 and entered the European Economic Area in 1994. In 2009, Iceland applied to join the European Union, although this created considerable political discussion and controversy within the country. In 2011, the country was ranked among the 14 most developed countries in the world.

About 400 books and magazines are published in Iceland every year. The first newspaper appeared in 1848. There are also 35 newspapers, most of which are weekly. Of the five daily newspapers, Morgunblaðið, the print organ of the Independence Party, has the largest circulation. DV and Alþingisblaðið are also very popular. Until recently there was only one radio station (in Reykjavík) and three relay stations. Now there are three CB stations, 70 FM stations (including repeaters) and one FM station. There are radios in every home (260,000 according to statistics). Television broadcasting in Iceland began in 1966. There are 14 television stations and 156 repeaters, as well as a television station at the American base in Keflavík. There are now about 20 Internet service providers, 263,980 hosts and more than 200,300 active Internet users.

Reporters Without Borders rates Iceland's media as one of the freest in the world. The magazine Fjölmið (one of the mythological names of the god Odin), founded in Copenhagen by students from Copenhagen, played a very important role in Iceland's cultural life.

Iceland. In this journal in different years, and it was published from 1835 to 1839 and from 1844 to 1847, the national poet of Iceland J. Haldegrímsson, romantic poet B. Þorarensen and others were published. Only in the middle of the XIX century

Icelandic newspapers proper appeared. The first socio-political edition of the country - "Ni folegsrit" ("Public Notes") was published in 1841. Nowadays there are five daily newspapers published in the country - organs of political parties, the total circulation of which is about 100 thousand copies: "Altidubladid" ("People's Newspaper"), "Visir" ("Index"), "Morgunbladid" ("Morning Newspaper"), "Timinn" ("Time"), and "Tjoudvilinn" ("Will of the People"). In addition, there are five weekly newspapers and a number of magazines.

Nevertheless, in relative terms, the Scandinavian island nation is the clear leader in terms of newspaper market concentration. Morgunbladid, the newspaper of Arvakur, the largest owner of the Icelandic newspaper industry, accounts for 48 per cent of the total circulation of the Icelandic press (51650 copies). The high degree of concentration is confirmed by the position of Dagbladid Visir, Iceland's second largest newspaper in terms of circulation. The company that publishes it has 35 per cent of the total circulation (38,000 copies). The other three newspapers and their publishing companies have the same circulation (6,000 copies) and the same share of the national circulation (5.6 per cent). The growth in circulation of the above-mentioned Morgunbladid newspaper is evidenced by the following data: in 1960 its circulation was 27,000 copies, in 1986 - 43,000, and in 1997 - 51650 copies.

National television has only been broadcasting since 1966. Before that, Icelandic television was represented by the American television station in Keflavik. Since 1966, the operation of the American television centre was limited to the nearest settlements, and the national television centre became operational. Icelandic television shows mainly foreign - American, English and French - films. "Icelandic television programmes reach 80 per cent of the country's population.

Commercial television is developing, partly for ideological reasons - the dominance of foreign television production has a negative impact on the national consciousness of the Icelandic population"⁷¹ .

⁷¹ Gudmundsson, B. Media landscapes Iseland / B. Gudmundsson // European Journalism Centre [Electronic resource]. - 2016. - Mode of access: http://ejc.net/media_landscapes/iceland. - Date of

There are more than 100,000 radio receivers registered in Iceland. The Norwegian agency NTB (Norwegian Telegraphic Bureau) and the American Associated Press are sources of news for radio and television. Reuters and United Press International are also active. Their influence is very great, as all newspapers prefer to use the services of news agencies rather than to obtain information on their own. As a result, the stories published, especially on international topics, are rarely independent and original. Iceland does not have its own foreign correspondents, but asks journalists from friendly countries to represent the interests of their newspapers and magazines, radio and television. The circulation of newspapers and magazines is relatively small, with an aggregate single circulation not exceeding 100,000 copies, owing to the very small population.

After two failed attempts to establish viable private radio in Reykjavík and Akureyri in the late 1920s, the national state radio, RUV, was established in 1930. All parties recognised the potential political power of radio, and RUV thus became a political hot-button political issue, while becoming a platform of unification for nation-building and national consciousness. In various recommendations for RUV's newsroom between 1930 and 1986, anyone could see that the institution chose to avoid controversy even at the expense of an interesting newspaper report. Research by marketing firm MMR in Iceland showed that in May 2010, only 15.4 per cent of Icelanders trusted the media in general. However, approximately 51.8 per cent of the population trusted RUV. The programme policy was progressive with a high percentage of cultural and educational content, small light entertainment programmes and pop or rock music.

A second radio channel appeared in 1983. The state monopoly on broadcasting was abolished in early 1986 under a law that was passed in 1985. Private stations appeared in the same year. The first was Bylgjan, similar in many respects to the Ras 2 station. Ownership of the major radio stations is mainly retained by two parties, the state broadcaster, RUV, on the one hand, and 365 Media on the other. RUV operates two channels that account for about 25 per cent of the total listening time of residents.

This is significantly less than Bylgjan, which owns 365 Media and has about 50 per cent of the total listening time. It is thus by far the most popular radio station in Iceland.

There are two main telephone companies operating in Iceland, Siminn and Vodafone. Siminn is a former part of the state-owned Telecommunications Company, which was privatised step by step and finally sold to private investors in 2005. Both of these companies have many connections with different mobile phone actions, internet service providers and media. There are three different companies that compete with Siminn and Vodafone in the mobile phone market. These companies are Tal, Nova and Alterna. Thus, there is active competition of different telecommunication services, with a dozen internet service providers and about five fibre optic cable providers. Vodafone is linked to Digital Iceland and 365 United Media, while Siminn has a direct link and ownership with TV provider Skjarinn. Skjarinn, in turn, has cooperated for some time with Morgunbladid in producing news programmes.

Internet use is widespread in Iceland, with more than 90 per cent of the population using a computer. According to a Eurostat press release, Iceland and the Netherlands are at the top of the list of internet users in the European Economic Area in December 2009. Icelanders use the internet mainly for information and communication, but to a lesser extent for shopping. Already in 2006, just under 90 per cent of Icelandic households had access to a computer and the internet and the proportion of households with high-speed internet access has increased strongly in recent years, making it by far the most common.

The digitisation of Icelandic media is almost complete - all media use digital means to acquire, store and distribute information and content. All TV and radio is distributed through digital means, but the main TV channels and most radio stations also use the terrestrial analogue broadcasting network. Facebook in particular has become an important means of information and communication for over 61 per cent of Icelanders. A survey among politicians running in the May 2010 municipal elections in Iceland found that they consider Facebook the second most important campaign medium to reach the general public in their election campaign, second only to local and regional newspapers. "There are no independent news agencies in Iceland. The

large media companies, RUV, 365 Media and Arvakur Publishing Company (Morgunbladid) sometimes act as if they had an internal news agency in the sense that different media within the company can utilise current news"⁷². The media unions are the Union of Journalists in Iceland and the News Reporters' Community RUV. The entire editorial staff of the Icelandic media is in one of these two unions. The Union of Journalists is the most numerous.

Based on all of the above, the following conclusions can be drawn. Advertising in Iceland is best placed in the state media, as Icelanders have formed an opinion about their authority. The most favourable time to place television advertising is before and after news broadcasts, as people in this country still watch TV carefully. A good means of advertising is Facebook, namely the communities of popular media and statesmen - they are authoritative in their opinions. Radio advertising is effective during working hours and before working hours, as people dilute their day by listening to easy and digestible information, and advertising is one of them and has a certain semantic load.

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⁷² Iceland // Encyclopaedia Krugosvet [Electronic resource]. - 2016. - Access mode: http://www.krugosvet.ru/enc/strany_mira/ISLANDIYA.html?page=0,0. - Date of access: 07.09.2016.

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