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MARKETING COMMUNICATIONS IN FILM DISTRIBUTION AND EXHIBITION

An effective marketing communications system widely applying various communication tools and new means of information influence has become the main factor in ensuring competitiveness for modern enterprises in the market. The ability to organize the interaction of many tools of marketing communications strategically correctly and to identify the most effective means of communication in each individual case of the enterprise's economic activity is nowadays a key to the company's success.

In terms of the economic approach, there are many interpretations of "communication" as a concept, but its general sense is a process of transferring information about an enterprise and its product in order to influence the target and non-target audiences and obtain counter-information on the respond from these audiences to the enterprise's influence [1, c 294].

Various authors interpret "marketing communications" differently. This concept is understood as a complex of all kinds of signals and messages developed by the firm for different audiences: consumers, dealers, suppliers, shareholders, and authorities, as well as for its own staff.

Summarizing the conducted research, we suggest understanding marketing communications as the process of forming bilateral relations between actors in the market through a certain marketing message to the audience, through information, persuasion, and reminder, in order to achieve the marketing objectives of the firm and the implementation of the chosen strategy on the market

The communication strategy of the cinema consists of a marketing strategy (analysis of consumers and competitors in the market), a creative strategy (development and formation of the image and image of the popular cinema of the city) and a media strategy (the choice of media advertisement carriers). The purpose of the communication strategy for film distributing companies is the choice of an appropriate communication media for the effective development and formation of the image of a cinema, popular in the city, through the analysis of the film distribution market and communication tools for an effective attraction of the consumers (audience) of the film.

The communication strategy includes general principles of the cinema advertising activity: taking into account the main motives of consumers in choosing a film and a cinema, targeted communications, advanced communication tools (Internet-technologies), choosing effective media by determining the ratio of communication costs to the number of consumers that had got information and became consumers of cinema services.

When developing the strategies and tools of marketing communications of the movie industry companies, it is necessary to pay attention to certain features:

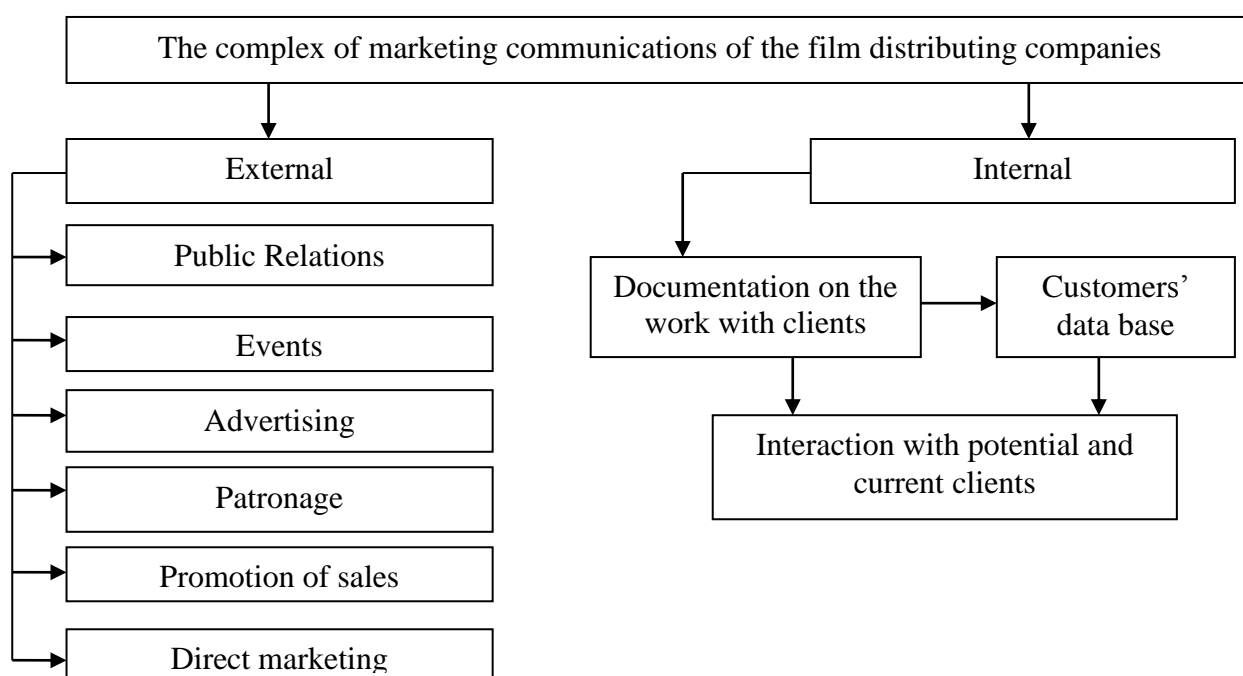
— The shape and style of the logo. The logo should fully reflect the direction of the cinema and be clear to the consumer of cinema services. Usually, this name is written in an interesting font;

— When formulating the advertising slogans, the use of interesting metaphors in them will attract the attention of the consumer to this institution;

— An element that helps in promoting cinema rental services is also the provision of information about the novelty, honors and long-awaited feature of the selected movie, which the client is going to view in this cinema;

The advertising provided by the entertainment services can focus the consumers' attention on a certain style of behavior, appropriate to the well-known and really popular people. In this case, the image of a famous person shapes the image of the service he/she enjoys. But the exclusivity of the person demonstrating the service can prevent the perception of it as a daily used thing, since the ideal often seems inaccessible.

The complex of marketing communications of film distributing companies is presented in the Scheme 1.



Scheme 1. Complex of marketing communications for the film distributing enterprises.

Source: developed by the author according to N. M. Vlashchenko [3]

The process of marketing communications management involves complex development of decisions on the content of communications, justification and choice of strategy, public relations and corporate social responsibility [2]. Differentiation of promotion tools depending on the type of films is presented in the table # 1:

Table 1

Differentiation of promotion tools depending on the type of films

Type of films	Elements of marketing communications	Distribution channels
Long-awaited films-novelties	Advertising, sales promotion	Availability of a constantly updated website; activity in social networks; development of bonus accumulation programs; publications in mass media; questionnaires on the quality of services; organization of events for various holidays.
Films after the premiere show	Advertising, sales promotion	Activity in social networks, implementation of the system of discounts; street advertising (billboards, light boxes)
Elite folmss	Advertising, sales promotion	Availability of a constantly updated website; activity in social networks; development of bonus accumulative programs with an emphasis on the off-season periods; printed advertising in periodicals, including free ones.

Source: developed by the author according to N. M. Vlashchenko [3]

To sum up the conducted research it can be argued that the complex of management of marketing communications services enterprises has significant differences from the management of marketing of enterprises producing material goods. At the enterprises of this type, a special role is given to the staff who directly works with the clients, and whose skills, behavior, competence, courtesy of impact the clients' visits to this particular cinema and their satisfaction with the film. Also, the complexity of the combination of all elements of the service that affects the level of customer satisfaction remains an essential barrier when organizing the process of providing a film distribution service or for improving its quality. Further studies are related to the development of tools for improving the management of marketing communication activities of service companies aimed for promotion, improving their image and establishing long-term interaction with the consumers.

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