

ADVERTISING AS A MEANS OF ENTERPRISE MARKET POSITION STRENGTHENING

Current market conditions are characterized by aggravation of competition, increase of consumer's market power and high level of external conditions uncertainty. Thus, management of any enterprise is faced with problems of formation and implementation of effective tools which will ensure the enterprise market position.

The high level of economy digitalization as well as of globalization have influenced the competition means greatly, moving the emphasis from production to communication. As for today, competitiveness of the enterprise is dependent not only on the effectiveness and efficiency of production organization, but also on the rationality of the communication processes. So, the competitive struggle has moved to the information field.

One of the key competition tools in the information field is advertising. Advertising is an effective means of communication with the consumer, which promotes consumer awareness of the business entity, the formation of image and positioning of the enterprise in the market.

Advertising is a process of providing the information about the enterprise and / or its products / services, while advertisement is the result of such process. Advertisement is the information about a person or product, disseminated in any form and by any means and intended to create or maintain awareness of advertising consumers and their interest in such person or product [2].

Advertising plays an extremely important role in business management, which is determined by its tasks:

- informing the consumer about the products and / or services offered by the business entity;
- ensuring the positioning and differentiation of the enterprise;
- management of consumers' needs (the so-called "imposition" of needs on consumers);
- creating additional competitive advantages by raising consumers awareness;
- demand management due to the intensity and type of advertising;
- strengthening of the enterprise market position due to the differentiation and positioning of the enterprise.

Different stages of the enterprise life cycle require solving different tasks in the process of advertising management.

The following types of advertising are defined according to its goals:

- informative – aimed at shaping the image of the enterprise, as well as at informing the consumer about the products and / or services offered by the enterprise in the market;
- persuasive – aimed at creation of consumer confidence in the purchase of a product or service, convincing him of the need for such a purchase;
- reminding – applied to products and enterprises that have already gained market share and is aimed at validating the image of the business entity and maintaining consumer awareness (a prime example is advertising by Pepsi, Adidas or other well-known brands);
- supportive – implies the final conviction of the consumer for the correctness of his purchase (including time after the consumer has purchased the product or service) [1].

The content of the advertisement, the features of its presentation and the source of placement are significantly dependent on the target audience, the advertising budget and its targeting. In general, the following requirements are imposed on advertising:

- compliance with the requirements of the legislation;
- conciseness;
- brightness and clarity;
- focusing on target consumers;
- high level of consumer memorization;
- compliance of information placement sources with the target segment of consumers.

There are many sources of advertising. The main sources of advertising include the following:

1. Printed sources: newspapers, magazines, booklets, brochures, catalogs, leaflets, etc.
2. Television.
3. Radio.
4. Promotional souvenirs, letters, calls.
5. Outdoor advertising: banners, citylights, billboards, etc.
6. Exhibitions, fairs, mass events.
7. Internet advertising: SMM (social media marketing, marketing on social networks), banners, e-mail, blogging,

contextual advertising, etc. [1].

Each of the advertising sources has its own features, advantages and disadvantages. The use of advertising sources is determined by its target audience. If it is advisable to use advertising on social networks (for example, Instagram, Twitter, Facebook) for young people, then it is advisable to use TV or print media advertising to reach older consumers, including retirees.

Advertising may be carried out either directly by the enterprise (sales or marketing department), or by intermediaries, ie advertising agencies. Today, the advertising business is a significant segment of the service sector, with advertising agencies offering a wide range of services from printing promotional materials to organizing a full-scale advertising campaign.

So, advertising is an important tool of competition, which ensures the positioning and differentiation of the enterprise, provides for its competitive advantages and strengthens the market position of the enterprise.

Literature:

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2. On advertising: Law of Ukraine № 270/96-BP from 03.07.1996. URL: <https://zakon2.rada.gov.ua/laws/show/270/96-вр>.