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Foreign experience of planning of the advertising activities

To be the competitive company in present conditions demands from heads of mastering new methods and skills in the field of strategic management as well in the organization of advertizing activity of the company corresponding to it. For this purpose the companies seek to increase a share of the presence in own market and abroad by means of instruments of advertizing activity. Planning of advertizing activity provides definition of her purposes, ways of their achievement and creates the companies of a condition for realization of the features in the conditions of the competition. Statement of the purposes defines prospect of application of advertizing at the enterprise and creates conditions for an assessment of its efficiency. It is possible to set a specific goals in the field of communications and sale for advertizing. So, planning of advertizing activity is based on the accurate analysis of a sales market of a certain company and also on the basis of the general analysis of the market and tendencies of his development.

Key words: Advertizing activity, advertizing agencies, expenses on advertizing, Internet advertizing, advertizing market.

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Жарнама қызметін жоспарлаудың шетелдік тәжірибесі

Қазіргі нарықтық заманда компанияның бәсекеге қабілеттілікті басқару үшін компания басшылары стратегиялық басқарудың барлық әдістері мен тәсілдерін меңгеруі тиіс, сонымен қатар компанияның жарнамалық қызметіне көп көңіл бөліп, оның жүзеге асуын тиісті деңгейде ұйымдастыруы қажет. Осы мақсатта компаниялар өзінің нарық бөлігін тек отандық шекте ғана емес, шетелдік нарық бөлігін ұлғайтуға тырысады. Жарнамалық қызметті жоспарлауға оның мақсаттарын құрастыру және оларға жету жолдарын анықтау жатады. Тиісті қойылған мақсат, және тиімді ұйымдастырылған іс-шаралар арқылы компанияның нарықтағы бәсекеге қабілеттілігін арттыруға болады. Жарнама қызметінің алдына коммуникация мен өткізуге қатысты бірнеше мақсаттар қоюға болады. Сол себепті тиімді ұйымдастырылған жарнамалық қызмет компанияның өткізу нарығына қатаң талдау жүргізу мен жалпы қызмет ету нарығына жүргізілген талдау арқылы алға қойылған мақсаттарға жеткізеді.

Түйін сөздер: Жарнамалық қызмет, жарнамалық агенттіктер, жарнама шығындары, ғаламтор жарнамасы, жарнама нарығы.

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Зарубежный опыт планирования рекламной деятельности

Быть конкурентоспособной компанией в нынешних условиях требует от руководителей овладения новыми методами и навыками в области стратегического управления, также и в соответствующей ей организации рекламной деятельности компании. Для этого компании стремятся увеличить долю своего присутствия на собственном рынке и за рубежом с помощью инструментов рекламной деятельности. Планирование рекламной деятельности предусматривает определение её целей, путей их достижения и создаёт компаниям условия для реализации своих особенностей в условиях конкуренции. Постановка целей определяет перспективу применения рекламы на предприятии и создаёт условия для оценки её эффективности. Перед рекламой можно поставить множество конкретных целей в области коммуникаций и сбыта. Так, планирование рекламной деятельности основывается на четком анализе рынка сбыта определенной компании, а также на основе общего анализа рынка и тенденций его развития.

Ключевые слова: рекламная деятельность, рекламные агентства, расходы на рекламу, интернет-реклама, рекламный рынок.

**FOREIGN EXPERIENCE
OF PLANNING
OF THE ADVERTISING
ACTIVITIES**

Business management in modern economic conditions when there are quite fast and not always predicted changes in environment is an art. But this is the art which demands from business managers new methods and skills in the field of strategic management and also in the organization of advertising activity of the company corresponding to it. Besides, the current economic situation brings to other understanding of control system of advertising activity of the company.

Development of advertising activity shows that advertising agencies had an important role in this sphere. The advertising agency represents the system of the interconnected links that are capable to contact other systems, the most important of which – system of mass media, as with its help the impact on mass creation is carried out. In global market there are about 20 large advertising agencies which has representations in different countries. Some of them has over 200 offices worldwide [1].

Advertising agencies are registered in national Association of advertising agencies, EAAA, the European Union of advertising standards and others. Therefore at a choice of agency all the information about it can be received in these structures. The basis of activity of advertising agency – is a creative (constructive, artistic) work. The more it's qualitative, the more chances of agency to keep existing clients and to receive new ones. Any agency strives to provide the best and highly professional employees to the clients, including creatives. However in certain cases only the tender can define what of the competing agencies most fully meets the requirements of the client [2].

The final benefit for the businessman – is creation of a strong brand. Advertising agency takes the biggest role in it. Therefore the right choice of an agency is extremely important.

Advertising agency's opportunities are significantly, big. Practice shows if a firm prospers, despite big investments in advertising, it's quite possible that it's a merit of advertising agency. Even Margaret Thatcher found herself an advertising agency in due time (Saatchi & Saatchi 1) which managed «to promote goods» and bring «The iron lady» (by the way, their idea too) to a longtime power in the British Kingdom. Firms, can quite make the working advertising independently, without a help of

professionals. But it needs essential expenses. To make an effective advertising it is necessary, to have a large number of socially occupied people in it: a mediaplaner (the specialist in planning of advertising campaigns), the manager, who can define advertising strategy and tactics, the copywriter, who thinks out a form of submission of the advertising message, the designer which faultlessly beautifully will represent it all. All of them have to be high quality experts, to have and develop their experience they need to be paid with not small amount of money.

The purpose of the western producers of products and services, including advertising corporations is to hold such strategy:

- to strive to increase a share of the presence in own market and abroad by technical improvements, improvement of service and personal work with consumers;

- to reduce the expenses by improving management, controlling and coordinating sale process;

- to behave themselves in financial sphere more flexibly, by buying and selling, abolishing and merging the enterprises, pouring the capital from one sphere into another without being limited with their own countries [3].

At the same time the advertising expenses in Kazakhstan are significantly less than in developed countries. In Kazakhstan advertising expenses per capita are hundred times lower, than in the USA. Even if to do the amendment on economic development of the USA and Kazakhstan, still there are big prospects of growth remain for our country.

Though, It should be noted that in 2015 advertising expenses were cut down for 60% worldwide.

At the end of the last year agency of a contextual advertising «Blondinka.Ru» conducted a research devoted to distribution of advertising budgets in 2015 in conditions of crisis. 200 companies from different industries took part in poll (FMCG, the bank sphere, car makers, etc.).

According to results of the research, about 61% of respondents reduced the budget on advertising in 2015, 35% left everything without changes but began to pay more attention to efficiency of advertising channels. And only 4% of respondents didn't change the budget.

At the same time about 40% of advertisers brought changes in distribution of budgets

between channels. About 7% of them reduced expenses on «new» channels (RTB, etc.), 39% – on traditional canals (outdoor advertising, TV, radio, the print media), 4% – on a contextual advertising, and 14% – on media. About 17% of advertisers suspended activities on involving new clients and concentrated on retention of old customers.

From the largest advertisers 57% in 2015 didn't change contractors and partners in placing advertising, 11% held tenders in all advertising activities, and 19% – partly replaced contractors [4].

In current 2016 in case of strengthening of an economic crisis of 43% of advertisers plan to more actively redistribute the budgets towards more selling channels (a contextual advertising, etc.), 31% will work on optimizing placement of each of them without reducing the budget and without changing the split between channels. A little more than 5% of respondents plan to evenly cut down the expenses on all advertising channels, 17% of advertisers are going to increase investments into brand and loyalty, and only 5% will increase the advertising budget in general.

It follows, therefore, that due to deterioration of macro economical conditions the largest advertisers will reduce and redistribute advertising budgets towards most effective channels [5].

Despite the situation in the world, in 2015 expenses on advertising in the USA grew by 7%, wherein the main growth comes from digital mass media, writes MarketWatch with reference to the research of the Standard Media Index (SMI) company.

It is noted that expenses on TV commercial last year didn't change in comparison with 2014, whereas the revenue of magazines and radio stations from advertising decreased by 7% and 2%.

Expenses on digital advertising jumped up for 26%, wherein the costs of advertising messages in social networks flew up for 71%. Publicity expenses in newspapers increased by 7%, on outdoor advertising – grew by 12%.

According to the commercial director of SMI James Fennessi, in 2016 the American companies will increase expenses on advertising again. The main factors of the growth will be, such attention-getting of the audience events, as the final championship of the USA on american football, presidential elections and the summer Olympic Games in Rio de Janeiro [6].

Ad spending 2015 year-over-year growth

Media type	Overall 2015 growth	Fourth-quarter growth	December growth
Television	0%	9%	-3%
Digital	26%	35%	34%
Magazine	-5%	-1%	-3%
Newspaper	7%	14%	8%
Radio	-2%	4%	-1%
Out of home	12%	18%	-4%
Total	7%	17%	9%

The most major place in outdoor advertizing takes producers of cigarettes, then, the firms making electro-, audio-, and video equipment, soft drinks, providers of services of cellular telecommunication.

The advertizing market turnover of Kazakhstan according to 2015's statistics, comes near to 1 billion dollars, which is much less than the western countries. The ratio of the volume of advertizing market to gross domestic product is less than 0,2%, while in Europe it's 0,8–1,2%. Calculations of advertizing expenses per one inhabitant in Kazakhstan made 3,5 dollars, when it's 200-300 dollars in countries of Western Europe and more than 800 dollars in the USA. The share of regional advertizing made 24%.

In planning of advertizing activity it is important to monitor the trends of development of the market and an economic situation in the market.

For tracking a tendency in advertizing activity the statistical agency of MindShare Interaction makes a report every year in this sphere. One of the latest tendencies in the world of advertizing activities became an internet advertizing.

For compiling suchlike rating MindShare Interaction track placement of banners and monitoring the release of internet advertizing on 120 most demanded sites. Calculation of budgets of the companies on advertizing is based on the provided official price lists.

Among the largest advertisers dealers and directly car makers are continuing to be in the lead. After the crisis activity of automotive industry sharply increased, as well as their budgets on advertizing which in 2010 made 31% of all media advertizing of the RuNet. On the second place on expenses on a media advertizing, are remaining telecommunication companies, after-retailers who showed the greatest gain of budgets on advertizing in a year.

In 2015 55% of businessmen in Russia, despite the crisis situation development tendency around the world, lifted the expenses on advertizing, moreover, more than a half of them increased expenditure more than by 1,5 times, Tatyana Kostenkova, the general director of Aori notes: «From the point of view of preferences small and average businessmen still more actively than all use Internet advertizing, more precisely, contextual and targeted – 57% give preference to advertizing in the Internet. It isn't surprising, as contextual advertizing the most «selling» type of advertizing» [7].

And in Kazakhstan businessmen still actively use a contextual advertizing. Nearly a half (47%) of businessmen in 2015 still spent for a contextual advertizing for 25% more in a month. Besides, the average budgets on advertizing in Almaty and Astana are for 20% higher. «It is explained also by higher competition in the capitals, and a large number of audience which looks for goods and services. To the most «spending» in Internet advertizing belongs realtors and agencies which work with real estate; medical clinics and private practitioners; logistic companies (cargo transportation); legal and accounting services; services in design and advertizing; micro financial organizations» [8].

Internet advertizing became, perhaps, the most popular direction of development of communications of companies since 2010-2011. From then on the segment grew almost twice each year, Denis Zverik, the director of the department of marketing Loco Bank reminds: «At a boundary of 2014-2015, from the beginning of crisis, advertizing on the Internet remained to be the only segment of the market which didn't sagged. In the future this segment remains to be the most popular and will keep growing. The Internet is interesting to the large companies as the most easily measurable channel

with high opportunities of targeting on target audiences, it's used in a mix of channels. For the medium-sized and small companies the Internet, in fact the only channel, as it the most available at the price, the most flexible in meaning of «delicate» settings on the periods of campaigns, geography, to the consumer's portrait, even on the current weather conditions, etc.» [9].

Therefore, in planning of advertizing activity in companies it is necessary to follow tendencies in the market, which is actively leading all to the internet platform.

Planning of advertizing activity provides definition of its purposes, ways of their achievement and creates for the companies a conditions for realization of the features in the conditions of the competition. Statement of the purposes defines prospects of using advertizing at the enterprise and creates conditions for an assessment of its efficiency. Realization of the purposes of advertizing obliges all structural divisions of the enterprise to work in interrelation. At making the plan for advertizing the main and minor goals picks out. The main goal needs to be formulated in writing form, in case of need to specify it, without making mistakes. Without accurately set goal it is impossible to carry out successfully advertizing activity and precisely to define its result. The purpose of advertizing events can be short-term, medium-term and long-term. Definition of the purpose is labor-consuming, difficult and practically not always can be fully completed task. The established purpose

has to be real, achievable in a certain time, with certain means. Statement of the purpose eliminates mistakes at creation and distribution of advertizing means. It is a reference point for each performer, opens a necessary scope for its creative initiative. Depending on supply and demand the plan provides carrying out publicity on concrete goods or service. Plans of the enterprises allow the enterprises to define the action program in advance as a result of the changing conditions on a commodity (services) market.

For a conclusion from the short analysis of the market of advertizing activity within this article, it is possible to tell that planning or management of this activity demands time for studying of the market. But at the same time, it is important not to miss it. The companies have to plan the advertizing activity according to tendencies of development of the market which specifies to us a way to the Internet platform. From the analysis of foreign experience it is possible to assume that many developed countries according to forecasts started investing in advertizing in the Internet portals more, than for previous years.

From the aforesaid it is visible, that it is possible to set variety of specific goals in communications and sale sphere. They can be classified depending on mission of advertizing. The companies, regardless of their field of activity, are connected with advertizing activity anyway. And some of the companies, create a brand and image for the company by means of instruments of advertizing activity.

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