

## **TYPES OF ADVERTISING**

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Advertising is a convincing means of information about a service or an organization (enterprise), commercial propaganda of consumer properties of a service and the merits of the activity of a transport enterprise, preparing a real and potential buyer for purchase.

Advertising accompanies the implementation of the service, the accelerated and successful completion of the process of turnover of funds, that is, the process of reproduction at the enterprise level. With the help of advertising activities, you can influence and manage demand.

In the field of business, there is a distinction between commodity and prestigious advertising. The main task of prestigious advertising is the formation and stimulation of demand for the service. By promoting a specific type of service, advertising promotes its sale. Product advertising informs the consumer about the properties and advantages of the service, arouses interest in it [1].

Prestigious advertising is an advertisement of the advantages of a transport company that favorably distinguishes it from competitors. It emphasizes the concern of the motor transport company for the consumer, the environment, improving the well-being of society, and pursues the task of forming the consumers and buyers think of him as a reliable partner, a solid, highly qualified representative of the provision of services transportation, seeks to create a favorable image of the company and there by promote the active sale of all services produced by it.

The first type of advertising is informative. It is used when introducing a service to the market, that is, at the stage of implementing the service life cycle.

The objectives of this type of advertising are as follows:

To tell the market about a new type of service or about new conditions of transportation; of an existing type of service; informing the market about tariff changes; explanation of the principles of service provision; description of the services provided; correcting misconceptions or dispelling consumer concerns; formation of the image of a transport enterprise.

The second type of advertising is admonitory (persuasive). This type of advertising is used in the formation of demand for a service, when approving the advantages of one brand of service compared to another (the stage of growth of the service life cycle);

The tasks of this type of advertising are as follows:

The formation of brand preferences; encouragement to switch to your type of service; changing the consumer's perception of the properties of the service; convincing the consumer to make a purchase without delay.

The third type of advertising is reminiscent. This type of advertising is used when the market is saturated with a certain type of service in order to make the consumer remember about the service.

The tasks of this type of advertising are as follows:

Remind consumers that they may need the service in the near future; a reminder to consumers about where to buy the service; retention of the type of service in the memory of consumers; maintaining awareness of the service at the highest level.

## References

1. Реклама – что это такое и для чего нужна [Electronic resource]. – Mode of access: <https://neiros.ru/blog/ads/что-такое-reklama-polnyy-obzor-ponyatiya-i-vidy/>. – Date of access: 06.04.2023.