

Abstract

Graduation qualification work:

Advertising strategy : methods of development and ways of improvement
(on the example of LLC “USP”)

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Relevance of the research topic: Modern society needs a comprehensive research of the problems associated with advertising and advertising strategies, as well as methods of conducting communication campaigns. On the one hand, due to the fact that in our time the consumer has to constantly face intrusive, low-quality and second-rate advertising. On the other hand, the high efficiency of influencing the mind through radio and television makes the mass consumer vulnerable to manipulation, especially of a commercial nature.

Strategies for promoting products through the mass media, as well as strategies for organizing information campaigns, are one of the least studied themes, related to advertising and communications. As part of this graduation qualification work, we set ourselves a task to study the advertising strategy from several points of view, describing possible strategies, making their classification, analyzing the features and difficulties of their development, as well as their application in practice.

The relevance of the topic is also based on the idea that in the modern world advertising has become widespread in all spheres of public life, and almost every private or state organization has to be engaged in promoting its services and products through the media and the Internet, that creates a huge amount of informational noise and significantly reduces the efficiency of advertising in general. The most difficult thing in the process of developing an advertising strategy is to find an idea that encourages people to buy, taking into account which strategy will be used to distinguish the product from a number of similar ones. This kind of creative solution must be authentic and inseparable from the overall strategic concept of communications. In conditions of permanent competition, it is impossible to achieve success without non-standard methods of conducting an information campaign. It is hard to attract the attention of the target audience without having a special presentation of the object of advertising, which, in fact, requires a well-developed and implemented advertising strategy. This important component in the current state of affairs, provides the success of the entire advertising campaign.

The **object** of the research is the advertising strategy. The **subject** of the study are the methods of development and improving of the advertising strategy.

The **purpose** of the study is to create an effective advertising strategy, considered on the example of an advertising strategy for the campaign for LLC "USP". To achieve the research **goal**, the following tasks are set:

- explore the theoretical foundations of advertising strategy;
- identify the types and methods of improving advertising strategies;
- explore methods of creating an effective advertising message;

- summarize practical recommendations and develop a strategy for an effective advertising campaign for the enterprise (using the example of an advertising strategy for the company "USP" LLC»)

The theoretical and practical significance of the research is characterized by the fact that the results of this work allow us to supplement, to a certain extent, the results of this theoretical research can be used as information for further study. Also, the materials of this study can be used in the educational and practical work of educational institutions in such disciplines as advertising and public relations.

Research results: The development of a brand advertising campaign strategy for the LLC "USP".

Recommendations: studying the specifics of developing an advertising campaign strategies will help to create more effective and ethical advertising in the future. The work is recommended for students and postgraduates to deepen their knowledge in area of advertising.