

## SUMMARY

**Theme:** «Social advertising as the way to improve the competitiveness of enterprises» (on the example of the company «KOMPOT»).

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**The relevance of the research topic.** Russian society is being still in the process of active transformation. Therefore, the issue of improving various aspects of social life, the sustainability of institutions, value of benefits and benchmarks in the national consciousness is relevant. An unsettled stage of social development assign such important role for this type of impact on the masses, as social advertising, which became one of the most important communication routes of regulation of processes of creation of alternative system of values in society.

In the Russian Federation for a long time, mortality rates have outnumbered the birth rate. Also increasingly growing number of childhood diseases have been fixed, life expectancy is going to decline. This is not the entire list of scary signs that constitute evidence of social ill-health of the nation.

Speaking of social advertising, we can say that this is a kind of non-commercial information, which is aimed at achieving a particular goal state or local authorities. Modern life is the source of manifestation of social advertising. Conflict and clashes between social groups need creative incentives and processes.

**The object of research** is social advertising as a marketing tool.

**Subject of research** – promotional activities of "KOMPOT".

**The purpose of our work** is based on comprehensive analysis of promotional strategies of "KOMPOT" to devise ways to improve its effectiveness.

**Theoretical and practical importance.** The obtained results can serve to further deepening of knowledge concerning the essence and main stages of the development and launching new products and services to the market.

**Results of the study.** Public catering in Russia is a necessary part of the food industry, which ensures sustainable provision of the population with the necessary high-quality food products and services. The share of public catering accounted for almost a third of the food trade of the whole country. Our work demonstrates that such a project as the introduction of a vegetarian menu in the restaurant "KOMPOT" carries a large number of pros to its owners. Analyzing the experience of selecting and implementing the various policies of various companies, we can talk about a wide variety of advertising strategies. Despite the fact that the fundamental objective of any enterprise is profit, there is no universal strategy that would be equally well applicable to any company. Advertising strategy is a logical sequence of interrelated specific marketing activities, through implementation of which the company aims to achieve certain strategic objectives. It consists of specific strategies. Based on the results of the analysis of advertising strategy and allocation of strategic goals, "KOMPOT", we decided to analyze the marketing mix of the enterprise. In conclusion, the recommendations can become the basis for changes aimed at improving the effectiveness of the advertising activities of "KOMPOT".