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## **CREATION OF THE MAJORITY OF FIGURATIVE METHODS OF ENCOURAGEMENT OF THE GOODS TO RAISE SALES DURING THE PERIOD OF TRANSIT ECONOMY**

*In article the most effective methods of advancement of the goods in transitive economy, modern stylistics of the advertising, new approaches and problems which Ukraine faces in the conditions of an establishment of new market relations are studied.*

**A research urgency.** The increase in sales of a product always was a problem of vital importance for manufacturers. This problem is caused by the big competitiveness and fast development of the food-processing industry of Ukraine. Now - firms spend enormous money for advertising of production to outstrip the competitors and to take in the lead positions in the markets.

**A research objective:** the theoretical analysis of the most effective methods of advertising of the goods and the best ways thanks to which advertising can work most effectively.

**A body.** Now we will consider the most widespread methods of advertising of the goods. There is a considerable quantity of such methods. It is possible to notice, what even in identical advertisements, various methods of attraction of attention and various receptions of giving of the information are applied. The most widespread kind of advertising consists that the consumer can directly see the goods or its sample.

The second kind of advertising consists in giving the fullest information about the goods. This method most for expensive goods which the consumer cannot get at present.

The third way is a way to present a new product on the basis of old, already known to the consumer. Manufacturers cannot represent new brands constantly as their formation occurs long enough. Thus - an advertising overall objective - to remind consumers about importance this or that product.

Advertising - an important part of possibility to inform on distinction between products. Advertising - one of elements of that we name marketing connection. Within marketing connection there are some elements, such as packing, an estimation, distribution and manufacture. Carrying out of research of the market is good way to learn about profitability of sale of these or those goods. Opinions of certain quantity of buyers are considered. Then the advertiser makes the decision how to begin advancement of a new brand. The purpose of all these measures to create best a way that advertising worked effectively.

It is very important to inspect a condition of target audience and to reflect its opinion in goods advertising.

Considering ways to make successful advertising advertisers face a problem, whether it is possible to spend the successful advertising company in other countries that it did not contradict norms the inhabitant of the given countries.

Before to create advertisements for foreign consumers, it is necessary to consider that each country has criteria of an estimation of the goods: northern countries give more values to a rational element while the south is more sensitive to the form.

It is necessary to use various creative approaches. They can differ. Advertising in mass media differs influence on wide audience and therefore is expedient for products and services of wide consumption. When there is a question on mass media choice, it is necessary to consider some criteria:

Conformity of advertising of target audience of the population who potentially is interested in the advertised goods;

Popularity of this release among audience of spectators or listeners;

A price level for advertising areas or broadcasting time;

Distribution or action geography.

Advertising in newspapers and magazines has received the wide reference, and concerning volume of expenses loses only to advertising on the tv. This method of advertising is cheaper than television. At the same time quality of originals of reproduction in newspapers usually low. From here advertisements are less attractive.

Advertising by radio has own advantages also, such as 24-sentries of the announcement in various regions and in various programs. Placed in corresponding broadcasts they cover essential percent of audience of consumers irrespective of where they - on work, in holiday, at home, in the car etc.

Cards - another a method of advertising of the enterprise, and correctly distributing them it is possible you can conduct business in the public. (<http://erinearticles.com/>, whether van “methods of cards is more to advertise”, january 13,2007.)

Advertising on the tv becomes more interesting and informative, but at the same time difficult and expensive especially if it is based on computer graphic.

External advertising is usually short and also cannot inform completely on firm or the goods, therefore acquaintance of potential consumers to the new goods by means of it is insufficiently effective. The basic type of outdoor advertising - the poster of the large sizes. Visualisation should be simple and bright with no more than seven written words and to specify the nearest service points, where probably to receive or serve the advertised goods.

**The conclusion.** Considering all circumstances it is possible to come to conclusion that all methods of advertising of the goods can be effective and productive if they are created by professionals who can help to sell absolutely costing nothing and unsuitable, not competitive goods. It is necessary to consider also an international situation and to adapt to various conditions. According to denis bogush, the manager of public relation fozzy group, application of technologies creates a product positive image, safety, prestige and reliability of a product thus - raise.

## References

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