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## THE PERSPECTIVES OF OUT-OF-HOME ADVERTISING DEVELOPMENT - DIGITAL BILLBOARD ADVERTISING

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*Summary - The outdoor advertising business is developing at a high speed due to the main function of advertising - the achievement of the main goals of marketing communications. This article will consider one of the newest types of advertising - advertising on digital billboards.*

*Резюме – Бизнес наружной рекламы развивается с высокой скоростью, что обусловлено основной функцией рекламы – достижение главных целей маркетинговых коммуникаций. В данной статье будет рассмотрен один из новейших видов рекламы – реклама на цифровых билбордов.*

**Introduction.** Outdoor advertising is only one of several media which the advertiser can use to convey his selling message to the consumer. One of the possible out-of-home advertising forms is digital billboard advertising. Digital billboards (also known as electronic billboards) represent the biggest development in out-of-door advertising in the last decades. Digital billboards are computer-controlled electronic displays with technological capabilities.

**Main part.** There are over 2.5 million digital billboards all over the world, half of which belong to the USA, 35 % - to Asia and the rest are located in Europe. The necessity for the continuous development of advertising is essential since the market rivalry is growing rapidly. Taking into consideration that this article offers the implementation of innovative technology of out-of-home advertising to Belarusian market the relevance of this work is self-explanatory. The research novelty lies in the lack of digital billboard advertising information on the Russian-speaking market. The drive of this article is to show the digital billboard advertising effectiveness.

When choosing an outdoor advertisement the customer needs to analyze omnifarious advertisement variations and to find the most effective one by comparing their advantages and disadvantages. The main benefits of digital billboard advertisements are the possibility of conducting short-term advertising campaigns; budget savings on logistics, installation and dismantling; online monitoring the status and quality of the content at any time of the day; additional attention of the target audience through the use of animated digital special effects. However, a huge concern point is the price of digital billboard. Despite the fact that the initial cost of an ad purchased on an LED display is higher than on a static billboard, the return on investment is much higher when using an LED ad. An Arbitron Digital Billboard study found that almost one in five people discussed an ad that they saw on digital billboards with other people. In addition, advertising on digital billboards turned out to be one of the cheapest options compared with other advertising media (f. e. TV, newspapers). Moreover, all expenses are totally justified and they are going to show a meaningful return on investment. When investing in a digital advertising medium there is no need for the owner of the advertising structure to hire additional staff, rent/buy cars for transporting people and special equipment for assembly work, and provide installation materials which saves a coin. Moreover, advertising on digital billboards is more expensive. Consequently, from advertising, the distributor receives a large profit, even though he pays 3-6 times more.

The effectiveness of static billboards was revealed by analyzing the websites of companies that offer to place such advertisements on the streets of Minsk. Given the fact that digital advertising billboards are almost not common in Belarus, there is no information about their effectiveness. Therefore, the statistical data of an American company- Arbitron - was used in the study of the audience. The results of the study showed that 21% of people who saw advertisements on digital billboards visited the store for advertisements, compared to 8% when viewing static advertisements on billboards. Moreover, when placing an advertisement for a sale on a digital billboard, 17% of people visited this sale. If advertising was placed on a static billboard, only 6% of people visited the sale.

**Conclusion.** In conclusion, despite the frightening prices for the installation and placement of advertising on them, the recouperment of digital billboards varies from three to five years depending on the number of workers, their wages and prices for the rental of installation equipment. In Belarus, it can be argued that there are almost no companies that install digital billboards, despite the fact that the demand for them, even today, is very high. Considering all the data obtained in this work, it can be argued that digital billboards are more expedient to install on the streets of Minsk and placing advertisements on them is a more effective type of outdoor advertising, compared to static billboards.

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