

Any technology of hidden advertising has its advantages and disadvantages. Product placement is not an exception. The advantages of product placement in movies and TV shows are as follows:

1. As opposed to traditional advertising, this technology is not so obtrusive and most often just woven into the plot.

2. This technology is targeted at large audience.

3. It has the ability to competently influence the target audience.

4. Product placement allows creating a proper image of the product.

The disadvantages of product placement in movies and TV shows are the following:

1. A large period of time between the idea itself and the broadcast.

2. High price, when it is placed in large-scale motion pictures.

3. It does not guarantee increase in brand awareness, it may even remain unnoticed.

According to the statistics of recent years, at least a quarter of the playing time of any Hollywood film was set aside to advertising of branded products. An unprecedented increase in the number of trademarks, positioned on the screen, may mean that there is an increased interest among brand marketing managers in this medium of advertising.

The most popular brand in many films and TV shows is “Apple Inc.”. Many movie characters use this product in their storylines. The examples include such films and TV series as: “Mission Impossible”, “Legally Blonde”, “American Family”, “Dr. House”, “Twilight” and many others. An interesting fact is that this corporation does not pay for advertising its products in movies or TV shows, only provides their devices for use in movies [4]. Product placement market expanded by 13.7% to \$8.78 billion in 2017 and is surging toward a ninth consecutive year of double-digit growth in 2018, fueled by the increased value of brand integrations in live and on-demand television, digital video and recorded music, according to new research by PQ Media. Television, including live TV and OTT video, is by far the largest media channel for product placement. TV generated more than \$6 billion in revenues last year, accounting for over 70% of total U.S. brand integration revenues and rising at a double-digit rate compared with 2016. It has been projected that 11.44 billion U.S. dollars will be spent on product placement in the United States in 2019, up from 4.75 billion in 2012. During a 2016 survey carried out among the population in the U.S., 77 percent stated they had at least heard of product placement. A different survey found that 52 percent of North Americans trusted product placement ads and 49 percent took action after seeing such an ad. In Russia, according to the experts, the volume of this segment of the advertising industry did not exceed \$10 million [5].

Conclusion. In general, we can say that hidden advertising in movies in a certain way affects the human subconscious, but traditional advertising also remains in their attention. And it should also be mentioned that the technology of hidden advertising has an indirect impact on consumer behavior and encourages purchasing of advertised products. In conclusion, it should be noted that the hidden advertising does not replace traditional advertising, but only supplements it, showing the advantages of the product in specific conditions and specific situations. Therefore, it is not expedient to give up advertising on television in favor of product placement - these two technologies should be used together.

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NONTRADITIONAL MARKETING RESEARCH: EMPIRICAL MARKETING

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Resume – This article considers empirical marketing with the most vivid examples of the use of this method in marketing research. Recommendations for the application of effective influence on the consumer, attracting a larger number of customers, product promotion are given. The criteria required for a good experiential marketing company are also considered.

Резюме – В работе рассматривается эмпирический маркетинг с наиболее яркими примерами использования этого метода в маркетинговых исследованиях. Даны рекомендации для применения эффектив-

ного влияния на потребителя, привлечения большего количества клиентов, продвижения товаров. Так же рассматриваются критерии, требуемые для хорошей эмпирической маркетинговой компании.

Introduction. At the moment, market relations are developing at an extremely fast pace, competition among producers of various goods is gaining momentum. Looking for ways to attract as many buyers as possible, managers conduct various marketing research methods that help in determining further ways to influence consumers. One of these ways is empirical marketing.

The main part. Empirical marketing is the creation of links between a brand and consumers by providing the latter with an emotionally and intellectually engaging experience. This method is aimed at the possibility of buyers to independently evaluate the product before buying it, using as many feelings as possible: touch, hearing, smell, emotions, etc. This method is used in conjunction with a traditional advertising campaign, and can also be used in a joint project of several companies, which helps to achieve the greatest result.

Examples of experiential marketing are the following:

– In Stockholm, Volkswagen is a car brand that changed one of the stairs in the subway. It was changed on the principle of the piano: as soon as passersby stepped on the steps, they made sounds. According to the results of observations, it turned out that more than 66% of people preferred to use the stairs instead of the escalator. This advertising company has allowed strengthening, arising or changing the association of this brand with vivid emotions in people using this type of movement.

– The Lean Cuisine brand, engaged in the production of food products related to a healthy lifestyle, created a company called #Weigh This. As conceived by marketers at the central station of New York, a gallery was created from unusual weights. These scales, when people stepped on them, showed not weight, but achievements from life that people were proud of and would like to be appreciated by others. At the same time, none of the participants in any way interacted with the products of this brand, with the exception of the name of the brand and this marketing company in the installation.

– The elegant move by Zappos. After Google had launched the photo application, an interesting empirical company was invented: people could get free cupcakes for the photos taken in this application. Zappos funny beat it by adding its own flavor. The company installed mobile machines that gave out prizes in exchange for the same cupcakes from Google. Using the application from Google, people sought to find and get a prize from Zappos, getting a lot of impressions and thus excellent advertising and helping to promote both companies.

Many of the procedures and algorithms to master and evaluate empirical marketing are quite an expensive and time-consuming process. At the same time, it is not at all necessary to spend too much to have the most effective impact on the consumer, since many marketing decisions can significantly reduce costs through creativity in using previous experience or creating a completely new advertising course.

One of these ways is to use a tool such as virtual reality and panoramic video. This method helps customers to feel involved and to imagine receiving some experience, while not losing control over the situation. This method helps a person to transfer to the desired marketer situation and “correctly” evaluate the proposed product or service.

To attract more customers in empirical marketing, the “we are here” strategy is used: after studying the market, the main audience you need is highlighted, starting from which, and the main points of the advertising company are chosen. Interaction with people in these points helps to make the most effective impact on the audience.

Collaboration with other brands can also help in creating a creative way to promote products. This will help make the promotion more unobtrusive. It should be remembered that the selected partners in the promotion company must have their own priorities, which they will try to achieve, which will help to gain valuable experience, as well as different audience, which will expand the client base.

Also, to improve the result, it is worthwhile to involve the clients themselves, their advice and ideas in the process. If you invite customers to participate in creative activities related to your brand, based on the collected materials, you can get information about the existing state of affairs, as well as learn unusual associations that can help develop the brand, without leaving behind the already established impression.

Conclusion. So it is possible to make a conclusion that first of all a good empirical marketing company requires a creative approach using not only something absolutely new, but also already tested methods of product promotion. Attracting customers with certain brand associations can significantly increase sales efficiency, as well as advertising promotion without extra costs.

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