
Creative Advertising– as One of the Main Tools of Enterprise Marketing

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Annotation: The article describes the importance and specific features of creative advertising in the marketing system of the enterprise. The organizational aspects of advertising in the marketing system are discussed. Priority directions for the development of advertising activities are also presented.

Keywords: Advertising, creative advertising, market economy, marketing activity, competition, advertising agency, efficiency.

The demand for services in the field of advertising is increasing day by day, especially in the conditions where the market economy is entering our lives more and more widely. The field of advertising is a very complex and delicate field. Anyone who wants to work in this field should be passionate about this field, have creativity, strive for innovation, and approach it wholeheartedly. After all, these specialists should be able to use the existing conditions optimally, be well aware of the specific features of advertising activities of enterprises and organizations engaged in business activities, be able to make different economic conclusions, and know how to take a creative approach. In our country, small business, entrepreneurship, production and service sectors adapted to the conditions of the market economy are developing. This, in turn, causes the demand for advertising services to increase rapidly.

In recent years, the social reputation of product manufacturers and service providers, especially the demand for promotion of products and services intended for export, has increased significantly in the world market. It led to the disappearance of physical and technological differences between competing products. The buyer began to pay more attention to the ability, reliability, efficiency and other non-material factors that form the reputation of the supplier. Therefore, the sale of products, especially in the modern conditions of the organization of public inquiries, is not limited to information about advertising products. Advertising of goods and services creates conditions for effective impact on consumers and its positive reception, that is, the influence of the advertising offer is ensured in advance. The term advertising comes from the Latin word "advertisementare" - "to shout or announce loudly" (in ancient Greece and Rome, announcements were loudly announced or read in public squares and other places). Inscriptions on ceramic, wood or stone, street signs were the first forms of advertising.

Because in ancient times, most people did not know how to read or write, advertising was carried out directly in the form of signs or objects. For example, a pair of shoes was hung in a shoe workshop. Famous marketer Philip Kotler defines advertising as follows: "Advertising is one of the non-personal forms of communication, which is carried out through paid media, with the source of funding clearly indicated." During the marketing activity, it is intended to study the requirements of the main consumers in detail, to satisfy this demand, to develop the sales process and to solve the demand formation and stimulation in order to increase the overall efficiency in business activities. This goal is primarily met by the system called communication policy, advertising is part of it as a complex measure affecting the market. According to foreign marketers, the following are the main elements of the system of activities that form and stimulate demand in the market:

1. Advertising. 2. Means of promotion. 3. Propaganda - agitation.

According to the Law of the Republic of Uzbekistan "On Advertising" (No. 723-I of December 25, 1998), advertising is legal or natural persons, products, including trademarks, services for the purpose of direct or indirect profit (income). It is classified as special information about display marks and technologies distributed in any form and by any means in accordance with the law. Advertising is an important and sensitive element of the market. In a market with a healthy competitive environment, advertising is a decisive factor in winning the competition.

The main goals of advertising are:

- attraction of potential buyers;
- promoting certain benefits to customers during the purchase process;
- offer additional information about goods and services and their study;
- providing consumers with information about the product and increasing their existing knowledge;
- creating a positive image of the manufacturing company, trade and industrial brands;
- creation of need and need for goods and services;
- create a positive opinion about the company;
- promoting the sale of goods and services;
- acceleration of goods circulation;
- turning consumers into permanent customers of the company;

The tasks of advertising are as follows:

- advertising new goods and services for customers;
- support of existing goods and services;
- to overtake competitors;
- promoting advertising activities;

Creativity in advertising is one of the most important elements that make an advertising company successful. Creative advertising creativity helps to form the main and meaningful idea for the product, service, and company for the customer in the form that is best stored in his head. Creative advertising helps the product become the consumer's own point of view. Creates the value of a creative product. Creative advertising is able to increase the effectiveness of the company several times more than distribution and marketing! Creativity allows you to appeal to the emotions of potential buyers. It helps them to make the right choice by paying attention to the advertised product, brand, giving them enough information and trying to change their purchasing behavior. The value of creativity is the ability to leave advertising treatment in the consumer's memory, to fully support the advertising strategy. Thus, on the one hand, advertising financing is becoming an increasingly flexible tool in the system of promoting sales without price, and on the other hand, integrated advertising is becoming a new type of information communication.

The first of the problems that arise in the advertising activity is the lack of funds. Advertisers approach the procedure of determining the size of the advertising budget; therefore, they are irresponsible to the problem of organizing the effective spending of the budget. In turn, the problem of effective spending of advertising money cannot be solved without reliable planning and cost optimization procedures..

The second problem in the market of advertising services is the presence of high competition. As in other businesses, the competition in the advertising business is very high. There are many different ways to compete with other players and attract customers. So, a new person opening an

advertising agency should understand that colleagues who have been here before do not voluntarily give up their clients, and they are always ready to fight for new ones. It is difficult to overestimate the role of competition in the advertising business. In fact, competition between advertising agencies, like competition between producers of any other goods and services, serves to increase the quality of the offered products, helps to maintain affordable prices in the market and is a guarantee of continuous development..

The third problem that arises in advertising activities is related to the quality of training of advertising specialists. Today, the advertising industry is literally looking for personnel, and employers need not only highly qualified employees, but also young professionals without work experience.

The decision-makers of the company's financial policy are ready to personally discuss the question of how much money the company will spend on advertising. After solving the problem, the concept of "advertising budget" or "goodbye money" appears. Unfortunately, advertising costs are not considered as investments, but as "inevitable costs". It is this important difference that determines insufficient attention to the issues of performance evaluation. Only with the change of the attitude to advertising, the attitude to the procedures for evaluating the effectiveness of advertising costs will change. In practice, there are three main directions of work on performance analysis:

- Analysis of the communicative (informational) efficiency of the advertising company, that is, consider the number of advertising communications achieved as a result of any activity;
- Look at financial analysis or commercial efficiency, that is, as a ratio of growth in sales volume (profit, turnover) to incurred expenses;
- Evaluation of the quality of the advertising material, that is, evaluation of how effectively the form and content of the advertising appeal allows this appeal to perform its assigned task. As a rule, work on the evaluation of the quality of advertising material is part of the process of analyzing communicative effectiveness.

Even companies with strong advertising departments use the services of advertising agencies. Agencies employ creative and technical specialists who are able to perform advertising functions better and more efficiently than full-time employees of the firm. In addition, agencies bring an outside perspective to the challenges facing the firm, as well as a rich and diverse experience of working with different clients and in different situations. Agency services receive commission discounts from advertising media, so they are affordable for companies. And since the firm can cancel the contract at any time, there is a strong incentive for agencies to be efficient.

Often, advertising is built in a very primitive way, which causes understandable distrust in buyers. The call to buy this or that product as something that can supposedly solve all problems is no longer taken seriously by anyone, and customers do not rush to the store to try a new product immediately. Therefore, in order for the advertising appeal to be heard, it is necessary to try to make the advertisement relevant today and now, as accurate as possible, focused on the consumer and his needs, true and reliable, with the least decorative details. In addition, advertising should be of high quality and non-standard in order to be remembered by the audience - only in this case, it can be successful and effective.

It will be more correct for the advertiser to take into account the effectiveness of advertising. This allows you to get information about the appropriateness of advertising and the effectiveness of its individual tools, to determine the conditions for the optimal effect of advertising on potential buyers. The survey method is one of the active methods of determining the psychological effect of creative advertising. This method is the most labor-intensive and is considered much more reliable than others, because it allows to determine directly from the buyer himself not only his attitude to the advertising medium, but also to the individual structural elements of the medium. Using the survey method, it is possible to evaluate the effect of the advertising tool on the customers and to evaluate which elements attract more attention and remain in mind.

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