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«МІЖНАРОДНИЙ УНІВЕРСИТЕТ БІЗНЕСУ І ПРАВА»

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# СВІТОВЕ ГОСПОДАРСТВО І МІЖНАРОДНІ ЕКОНОМІЧНІ ВІДНОСИНИ

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## ANALYSIS OF THE INTERNATIONAL AND DOMESTIC MARKETING COMMUNICATION SYSTEMS

**Andrushkiv Roman. Analysis of the international and domestic marketing communication systems.** In the work, scientific approach to the definition of methodological bases and implementation of communication systems of the international marketing in Ukraine is offered; problems of the functioning of administrative mechanism of the international system of communication marketing as a way of ensuring economic interests domestic business entities in the conditions of an intensification of globalization processes in the modern world are investigated. Development of the international marketing activity of domestic enterprises in terms of internationalization of the economic activity is analysed. The main directions of stimulation activity in the international business environment are defined, the total amount of the advertising market of Ukraine is characterized, and it is predicted positive dynamics on its expansion. Expansion of competences of the advertising intermediary of the international space that acts as a necessary condition of successful promotion of business in an economically alien and mainly unfamiliar marketing environment is identified.

**Key words:** communication system, communication marketing, international marketing, advertising, world business, international market environment, international cooperation, world economy.

**Андрушків Р.Ю. Аналіз міжнародних та вітчизняних маркетингових комунікаційних систем.** Найбільш конкретним і цілеспрямованим інструментом доведення необхідної інформації до споживача виступає комерційна реклама, яка представляє собою привселюдне надання інформації про товар (послугу) психологічними, художніми та технічними прийомами з метою пробудження попиту і здійснення продажу. В статті пропонується науковий підхід до визначення методологічних засад і практичної реалізації комунікаційних систем міжнародного маркетингу в Україні, досліджено проблеми функціонування управлінського механізму міжнародної системи комунікаційного маркетингу як способу забезпечення економічних інтересів вітчизняних суб'єктів підприємництва в умовах інтенсифікації глобалізаційних процесів в сучасному світі. Проаналізовано розвиток міжнародної маркетингової діяльності вітчизняних підприємств при здійсненні інтернаціоналізації своєї господарської діяльності. Визначено основні напрямки стимуляційної діяльності в міжнародному бізнес середовищі, охарактеризовано загальний обсяг рекламного ринку України та спрогнозовано позитивну динаміку щодо його розширення. Ототожено розширення компетенцій рекламного посередника в міжнародному просторі, що виступає необхідною умовою успішного просування бізнесу в економічно чужорідному і переважно незнайомому маркетинговому середовищі. Проведено аналіз прибутків останніх років від інтернет-реклами, що збільшились на 35%, основною причиною такого зростання став розвиток нових, у порівнянні з традиційними веб-сайтами, носіїв електронної реклами, наприклад, платформ мобільного контенту, інтернет-телебачення (IPTV) і онлайн-ігор, які набувають в світі все більшого визнання і поширення. Узагальнено, що розвиток і інтернаціоналізація вітчизняної реклами вимагає, по-перше, виконання організаційно-технічних вимог до формування рекламного звернення, таких як змістова направленість і конкретність, інтенсивність і обсяг, креатив, достовірність і законність, а, по-друге, врахування специфіки рекламного забезпечення інтернаціоналізованого бізнесу і дотримання світо-

вих стандартів, а також пристосування міжнародної реклами до національного маркетингового середовища з урахуванням факторів поведінки споживачів на різних територіальних ринках і психолінгвістичних особливостей їх сприйняття.

**Ключові слова:** комунікаційна система, комунікаційний маркетинг, міжнародний маркетинг, реклама, світове підприємництво, міжнародне ринкове середовище, міжнародне співробітництво, світове господарство.

**Андрушків Р.Ю. Анализ международных и отечественных маркетинговых коммуникационных систем.** В статье предлагается научный подход к определению методологических основ и практической реализации коммуникационных систем международного маркетинга в Украине, исследованы проблемы функционирования управленческого механизма международной системы коммуникационного маркетинга как способа обеспечения экономических интересов отечественных субъектов предпринимательства в условиях интенсификации глобализационных процессов в современном мире. Проанализировано развитие международной маркетинговой деятельности отечественных предприятий при осуществлении интернационализации своей хозяйственной деятельности. Определены основные направления стимулирующей деятельности в международном бизнес среде, охарактеризовано общий объем рекламного рынка Украины и спрогнозировано положительную динамику по его расширению. Отождествлено расширение компетенций рекламного посредника в международном пространстве, которое выступает необходимым условием успешного продвижения бизнеса в экономически чужеродной и преимущественно незнакомой маркетинговой среде.

**Ключевые слова:** коммуникационная система, коммуникационный маркетинг, международный маркетинг, реклама, мировое предпринимательство, международная рыночная среда, международное сотрудничество, мировое хозяйство.

**Problem statement.** To create synergy specialists in marketing communications, we have to know under what conditions each of the instruments of communications works in the best way and as it is possible to organize their sharing. Different types of communications provide installation of contact with the target audience in various ways, and some of them mutually supplement and strengthen each other. Besides, specialists of a firm have to remember what can be reached by means of this or that instrument of marketing communications and what are the strengths of its use. As an example, advertising is capable of reaching instantly and repeatedly the target audience. Besides, it well informs consumers on new goods and reminds them of positive experience of purchase of products of this firm in the past. At the same time, public relations can create marketing address that enjoys high confidence of buyers. Measures for sales promotion can be the most effective at the immediate corresponding reaction of consumers, for example, when the company creates real incentives for testing new goods.

**Analysis of recent research and publications.** A substantial contribution to the development of theoretic and methodological bases and fundamental problems of development of an administrative system of the international and domestic marketing is made by J. Janet, H. Hennessy, S.M. Katlyp, A.H. Senter, G.M. Broom, H. Clodt, and others. But besides their attention, there are questions of the further analysis of conceptual bases on the formation of an administrative system of the international communication marketing and strengthening of the international marketing activity by the enterprises in Ukraine.

Scientists Vkhanskyi and Naumov considered that “communication can be defined as a transfer of not just information, and value of essence by symbols” [22].

The need for theoretical research of communications and communication processing for the creation of an effective control system of marketing communications is noted in the works by Pocheptsov [18].

As Bennett and Moriarti [4] note, the purpose of marketing communications is to help the firm to sell goods and to keep the business. Researchers defined that marketing com-

munications are directed to providing to target audience of consumers certain information or to convince it to change the attitude in relation to goods of the enterprise [4].

Professor Karsekin notes that communications are “exchange of information that allows the head to receive the data necessary for decision-making and to prove the decisions made to employees of the enterprise” [13].

Holubkova responded marketing communications are the package of measures of information activities directed to convincing the consumer to look for and buy products of a firm and to stimulate its purchasing activity [10].

Zverintsev insists that the complex of marketing communications is the system of measures, which is directed to the establishment and support of a certain relationship of the enterprise with addressees of communications [23].

In the opinion of scientists Saharov and Vedmid, marketing communications are communication between participants and elements of a marketing complex [20].

Rozhkov conducted research that system of marketing communications is the uniform complex that unites participants, channels, and methods of communications of the organization, is directed to the establishment and support of a certain relationship between the enterprise and addressees of communications within marketing policy [19].

David N. McArthur and Tom Griffin consider that communication strategy is formed on great understanding of the essence of needs of the consumer, definition of function of divisions, which make the decision on communication, and accounting of the restrictions imposed by various factors (cultural, political, economic, social, technological, ecological, demographic) [9].

Representatives of the American school of marketing focus attention on functional manifestations of marketing activity at different stages of its development, among which Philip Kotler and Gary Armstrong; John Daniels and Lee Radebaugh; Tom Beauchamp and Norman Bowie; Christopher Bartlett and Sumantra Groshal; Tailor Meloan and John Graham [2; 3; 8; 15; 17].

The economic essence of the international marketing is presented in the monograph by Tatiana Tsygankova as



“subconcept” of a modern marketing paradigm, namely as “the strategic business concept aimed at the achievement of long-term and continuous satisfaction of needs of three main groups of stakeholders: consumers, personnel, shareholders (owners)” [21].

According to Elena Azarian, it is possible to perceive the term “international marketing” and the public relations that it designates as organic associations at the conceptual and practical levels according to a complex of levers of international management and also as generalized perceptions of features of the present stage in development of market mechanisms [1].

Philip Cateora considered that understanding of features of marketing environments, in particular, socio-cultural and economic, promotes making adequate marketing decisions in the sphere of the international business [5].

The American researchers, specialists in the international business of Michael Czinkota and Ilkka Ronkainen consider expedient allocation of three groups of factors causing internationalization of administrative functions, in particular, marketing activity: characteristics of the regional, national or local markets; characteristics of a product, in particular, trademark; characteristics of the company and its market opportunities [7].

Philip Kotler and Gary Armstrong investigated that the international marketing carries out tasks of ensuring a different level of management decisions of rather production and commercial activity of the company: justification of market motivations, purposes and methods of behaviour, the formation of product-market strategy and operational actions [15].

**The aim of the article.** The purpose of this work is the development of the concept of formation of a marketing communication system in Ukraine and scientific justification of its essence, content, the principles of functioning, and the prospects of the practical application of instruments of the international marketing activity at the realization of own tasks by enterprise structures of Ukraine.

**Presentation of the main research material.** Formations of the international marketing communication system is an important component of operational and tactical actions of the international marketing that unites a consecutive cycle of continuous information, supporting and stimulating measures directed on:

- 1) acquaintance of target audience with products, company, territorial and national peculiarities of goods origin;
- 2) basic awareness of competitive advantages of the commodity offer, formation of consumer outlook and a certain level of needs;
- 3) stimulations of the interested market reaction;
- 4) by means of supported with pleasure from long and successful consumption – support of steady loyalty of clients.

Proceeding from the listed tasks, the international marketing provides the use of the integrated system of administrative means for the formation of demand and sales promotion and also carrying out advertising and propaganda activity and creation of positive image (publicity) of the company by means of public relations

(PR) and also the use of the funds of a realization complex allocated for practical production of results of impact of communications (Figure 1).

The nature of the use of means of the integrated marketing communications in the international market environment depends on the level of aggression of the international marketing program, which, in turn, is defined by the intensity of presence and features of the behaviour of the company in the foreign market. The quality and effectiveness of a complex of promotion and sale depend also on the experience of the international activity of the company and its asset in the sphere of the international marketing management and, besides, on the specifics of organizational and economic conditions of markets and traditions of the functioning of communicative channels.

Ukrainian companies that seek to reach concrete parameters of success in the foreign markets need to treat reasonably formation of a global system of the integrated marketing communications on the basis of comprehensive accounting of various factors international marketing behaviour and factors of intensive promotion and sale. However, the insufficient experience of international activity pushes domestic exporters to use passive and unmodern methods of information stimulation support. Mainly low-cost measures are insufficiently effective in the conditions of the competitively intense international market environment. It creates problems at all stages of the expansion of foreign markets: in the course of an exit, expansion, and intensification of operations, the realization of competitive strategy and strengthening of market positions, new products, etc.

Numerous researches of foreign experts and practical experience of the western companies act as a methodological basis for the formation of effective international strategy for promotion and sales. However, the analysis of interpretations of an essence, tasks, and practical use of separate elements of the internationalized programs of promotion and sale in the system of operational and tactical functions showed to the international marketing that for today the main research priorities shift towards improvement of the practical embodiments and the analysis of results of separate promotion of actions and marketing technologies.

Therefore, from the theoretical point of view, it is important to define a functional role, value and potential of



Figure 1. The structure of the international integrated marketing communications

separate elements of the internationalized programs of promotion and sale depending on the intensity of the international activity of the company and the level of aggression of marketing aspirations. And from practical positions, it is important to show opportunities and potential effectiveness use of the integrated marketing communications by the Ukrainian exporters at the present stage of formation of a national system of the international marketing and development trends of the world economy.

The integrated communications in the international marketing consolidate means of a complex promotion, which the main objective is to “push” (push strategy) dissemination of information and formation of loyalty to the international product, and means of a marketing complex, are directed to “pull out” (pull strategy) ensuring sales [12]. Means of a complex promotion, in particular, formations of demand, sales promotion, advertising, and public relations, owing to the specifics are more focused on the consumer market where conditions of emotional and mainly nonprofessional perception of information and also multilevel distribution channels dominate. To the contrary, marketing complex means, which include direct marketing, export consulting, direct offer, Internet commerce, and tendering processes, are mainly applied in the industrial market where expert analytical and professional approaches to commercial decisions making are applied and short distribution channels prevail.

The program of product promotion in foreign markets provides for the use of various means of complex dissemination of information about goods, the manufacturing company, and the country of origin for the purpose of activation of interest, awareness of advantages, and making a decision on the purchase. Features of this activity in the international environment are defined by the specifics of foreign markets, economic development priorities of countries, preferences and advantages of consumers, welfare traditions, possible taboos, and so forth.

The first stage of the program of product promotion in the international marketing environment is the creation of conditions of understanding and definitions of one of the conditions of purchasing readiness, in other words – generation of demand, namely:

1) awareness is reached by providing general information on a product, its individual preferences and origins that is an important competitive advantage in the international marketing environment;

2) knowledge is aggravated as a result of the comparative analysis of similar market offers and self-sufficiency of the advantages accepted for this territorial market or a global segment;

3) granting advantage is results of belief in the adequacy of goods to specific conditions of the market and to motivational requirements of consumers;

4) purchase implementation is the purchase of goods, including the mechanism and regularity of drawing of the order, delivery periods, payment system, and other parameters of the process of purchase, which are of particular importance in the conditions of remoteness of the producer and the consumer and the need of border crossing provides definition of an acceptable and available way;

5) reaction to purchase is characterized by a direct impression of goods and its compliance to the previous consumer expectations and prospects of the formation of steady loyalty and tendency to further purchases.

The choice of recommendatory address, which sense comes down to a certain set of information means designed to provoke the response of the potential consumer depends on a condition of purchasing readiness. In particular, it can be drawing attention, characteristic of advantages of a product (companies, a country of origin) definition of benefit from the purchase, granting additional data, etc.

Therefore, the use of the means designed to accelerate or strengthen market reaction acts as the supporting factor of the created demand and sales promotion. In the international business environment, it is possible to carry to the main directions of stimulation activity:

– stimulation of a new product, providing acquaintance of target audience of the foreign market with a technological novelty absolute (with the use of advanced world technologies) or relative (with the use of technologies, advanced for this market) values and providing organizationally material support of risks acquisition;

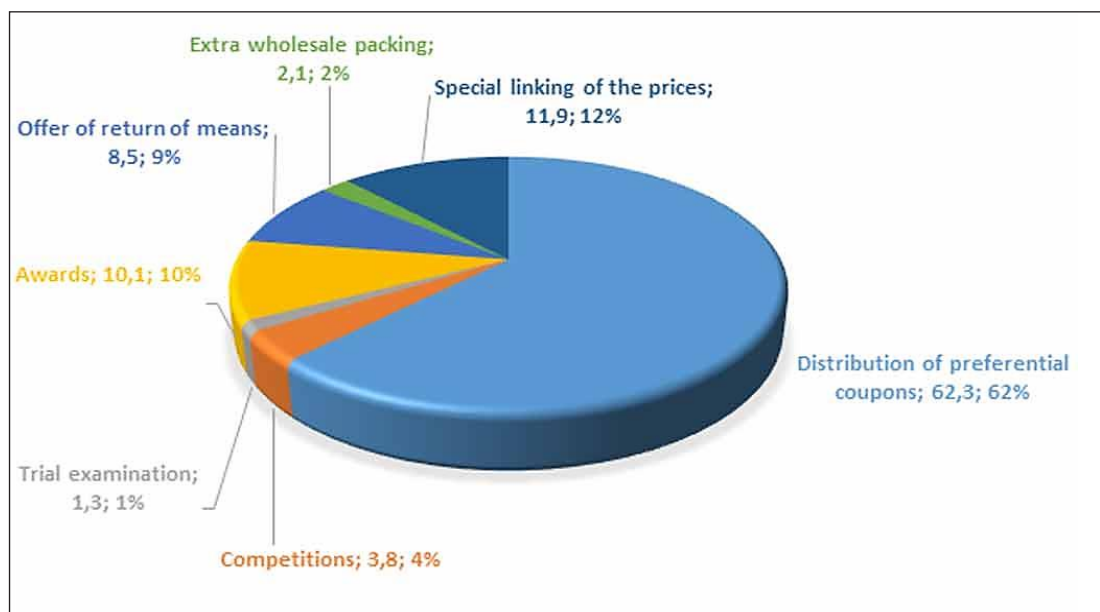
– stimulation of intermediaries (dealers, distributors, merchandisers, export intermediaries) who in the international business play important, and sometimes, for example, in the conditions of indirect export, defining role in promoting a product, laying the foundation of the international image of the foreign and unfamiliar producer, and also involving the international experience of the organization of trade operations;

– stimulation of internal personnel of a firm by the support of the innovative internationally-focused nature of their activity;

– consumer promotion due to the application of different types of activation of their return reaction to the offer for the purpose of the loyal relation and favourable perception of foreign goods (Figure 2).

International experience proves the high value of stimulation measures for international marketing that is shown because of the increase in target budgets and a variety of actions. While the efficiency of stimulation measures considerably increases under conditions of complex use of marketing instruments to keep up the interests of foreign consumers. Depending on the intensity of presence in the foreign market and the level of aggression of the marketing program, possible priority to allocation of separate promotional actions, which are the most widespread, and applications of their combinations are adequately perceived by the target audience. In the conditions of the impossibility of direct access of the company to foreign markets, the main marketing decisions on the effective use of these or those instruments of stimulation are translated to the intermediary experienced in the promotion of foreign goods in these markets, which independently forms the program of marketing support of marketing activity.

In world practice, the factor of material encouragement is actively used. Acquisition of samples at reduced prices is quite widespread, drawing attention by a promise of payment of awards, for example, for the purchase of a new innovative product, and address mailing of preferential coupons and displays and exhibitions. Material encouragement of active consumer interest under conditions of the globalized business is rather expensive means. Therefore, the companies are forced to analyse carefully advantages and shortcomings of the use of this or that method of the creation of demand and sales promotion or their combinations and to make the justified and verified management decisions depending on a condition of market components and marketing opportunities of companies.



**Figure 2. The relative importance of alternative types of consumer promotion**

Successful promotion and effective sale in the international business are impossible without the promotion actions for psychological preparation and socially cultural adaptation of target audiences. Technologies of consumer promotion are the activity directed to indirect dissemination of information in the form of articles, movies; this defined attitude and a way of life are for this purpose used. Promotion acts as a major case of successful advertising activity and, respectively, the basis of the formation of the necessary level and quality of demand and perception of the offer of the foreign company. Actually, it is about overcoming cross-cultural contradictions and formations of loyal perception of a foreign product. Education of certain market motivations and preferences, the formation of fashion, stratification of requirements in a foreign market is the purpose of market promotion and a prerequisite of the start of other means of promotion.

Another factor to support of the international product is formation of positive image of the company means of PUBLIC RELATIONS (PR) – "...administrative function on the establishment and support of mutually beneficial relations between the organization and the public, on moods and judgments of which the success or failure of commercial activity depends" [14]. Contents popular in the west of activities for providing public relations consist of the creation of publicity of the company, trademark promotion, positive image formation, an acquaintance of potential consumers with the public, and production and commercial mission of the company. Such activity does not pursue directly commercial purposes but actively promotes the strengthening of market positions of the company and its products. Under the conditions of the international business, it is of particular importance because of the need of acquaintance of target audience with humanitarian civilization priorities and advantages of the offer of the company, popular in the world market. For example, the neglect of environmental standards or social requirements interferes with successful operation of the company in the international economic space, distracting from it and its

products the public while declaring the principles of uniform creative team ("friendly family"), innovative development, quality assurances, social support of the region and so forth promotes strengthening of competitive positions in any markets.

Bringing necessary information to the consumer acts as the most concrete and purposeful commercial tool, which represents public information about goods (service) by means of artistic, technical, and psychological touches on the purpose awakening of demand and implementation of sale. Advertising traditionally performs functions:

- 1) information support of a business activity, especially at the initial stages its expansion;
- 2) competitive protection, drawing attention to advantages of a product and purchase;
- 3) the kept loyalty that is reached thanks to regular reminder and systematic demonstration of advertising appeals (Table 1).

But under conditions of the high saturation of the world market for similar goods of different producers, only one publicity is insufficient. Acts as more effective carrying out advertising campaigns are sets of advertising activities, interconnected in a definite sequence and subordinated on the force of influence on consumer motivations and advantages. Complex use of advertising opportunities in total with other attributes of promotion allows increasing effect of product promotion and considerably intensifying the market reaction.

Recently in the world, the trend to the intensive building of advertising budgets is felt. The total amount of advertising expenses in developed countries is about 550 billion dollars. At the same time, the USA (60% of world advertising), Germany, Great Britain, Japan, which share makes nearly 90% of world advertising, act as leaders. Integration of Ukraine in the world economic space promotes that advertising expenses of some leading domestic manufacturers already to comparison with budgets of multinational corporations and are estimated in millions of dollars. The total amount of the advertising market in Ukraine grows

Table 1

Functions of international advertising	
Conduct to advertising	Advertising task
Informative (initial)	<ul style="list-style-type: none"> <li>• <i>story about a novelty</i></li> <li>• <i>information on the change in price</i></li> <li>• <i>formation of an image (firm)</i></li> <li>• <i>description of services</i></li> </ul>
Competitive (attractive)	<ul style="list-style-type: none"> <li>• <i>formations of preference to a trademark, a brand</i></li> <li>• <i>switching to another brand</i></li> <li>• <i>belief in the need for fast purchase (actions which can be bought by nominal value, seasonal goods)</i></li> <li>• <i>finishing usefulness of the offer</i></li> </ul>
Preserving (reminder)	<ul style="list-style-type: none"> <li>• <i>the message that the goods can be necessary and where it can be got</i></li> <li>• <i>support of information having "to lodge" in memory</i></li> </ul>

Table 2

The total amount of the advertising market of Ukraine for 2017–2018 with expected indicators for 2019

Type of the advertising market	Volume 2017, mln. UAH	Volume 2018, mln. UAH	Percentage change 2018 to 2017	Forecast for 2019, million UAH	Percentage change 2019 to 2018 (forecast)
<b>Internet market</b>	<b>4 345</b>	<b>9 540</b>	<b>120%</b>	<b>13 548</b>	<b>42%</b>
<b>Out Of Home Media (OOH Media – stock of outdoor advertising)</b>	163,1	211,20	29%	411,58	94%
<b>In total advertising media market</b>	<b>14 041</b>	<b>17 520</b>	<b>25%</b>	<b>22 221</b>	<b>27%</b>
<b>Market size of marketing services</b>	<b>4 548</b>	<b>5 321</b>	<b>17%</b>	<b>6 295</b>	<b>18%</b>
<b>IN TOTAL</b>	<b>23097,1</b>	<b>32592,2</b>	<b>41%</b>	<b>42475,58</b>	<b>30%</b>

Table 3

Volume advertising media of the market of Ukraine for 2017–2018 with expected indicators for 2019

	Results 2017, mln. UAH	Results 2018, mln. UAH	Percentage change 2018 to 2017	Forecast for 2019, UAH million	Percentage change 2019 to 2018
<b>Total TV ads</b>	<b>7 329</b>	<b>9 269</b>	<b>26%</b>	<b>11 526</b>	<b>24%</b>
<i>Direct advertisements</i>	6 355	8 071	27%	10 089	25%
<i>Sponsorship</i>	974	1 198	23%	1 438	20%
<b>Total Press Advertising</b>	<b>1 355</b>	<b>1 612</b>	<b>18,9%</b>	<b>1 843</b>	<b>14,4%</b>
<i>National press</i>	816	965	18%	1 101	14%
<i>Regional press</i>	224	277	24%	321	16%
<i>Specialized press</i>	315	370	18%	421	14%
<b>Total Radio Ads</b>	<b>480</b>	<b>578</b>	<b>20%</b>	<b>715</b>	<b>24%</b>
<i>National Radio</i>	348	418	20%	518	24%
<i>Regional radio</i>	47	54	15%	65	20%
<i>Sponsorship</i>	85	106	25%	133	25%
<b>Total OOH Media</b>	<b>2 692</b>	<b>3 493</b>	<b>30%</b>	<b>4 307</b>	<b>23%</b>
<i>Outdoor advertising</i>	2 263	2 923	29%	3 601	23%
<i>Transport advertising</i>	327	444	36%	553	25%
<i>Indoor advertising</i>	102	127	24%	152	20%
<b>Advertising in cinemas</b>	<b>40</b>	<b>48</b>	<b>20%</b>	<b>58</b>	<b>20%</b>
<b>Digital (Internet) Media ads</b>	<b>2 145</b>	<b>2 520</b>	<b>17%</b>	<b>3 772</b>	<b>50%</b>
<b>Total advertising media market</b>	<b>14 041</b>	<b>17 520</b>	<b>25%</b>	<b>22 221</b>	<b>27%</b>

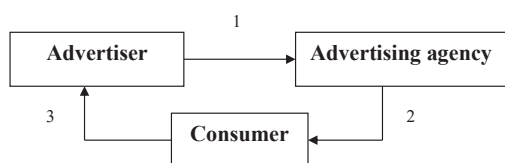
from year to year in high rate and is more than 1.2 billion dollars (Table 2). [16].

The commission of 10-15% of the advertising budget while the advertiser of national scale spends for the advertising campaign not less as half a million dollars is a usual payment method of a full cycle of advertising services. The leading advertisers pay a reward of 8-10% of media of the

budget only for a creative. Other advertisers in most cases announce the tender for the sum of 3-7 thousand dollars as the fee for it is the accepted result. Besides, the prices for advertising and the use of carriers quickly grow. So, the prices of advertising time of the leading TV channels of Ukraine since 2017 prior to the beginning of 2019 grew by 26% Table 3, [16].

The analysis of the characteristic behaviour of advertisers around the world proves that most of them want to save on advertising expenses, to receive and dispose of the greatest number of professional solutions and offers. It creates a number of the contradictions caused by coordination of specific economic interests of entities in the advertising market and civilization of the relationship between them in the course of the international activity.

The advertiser formulates an essence of the advertising offer, which reflects basic provisions to the business consumer of the offer (offer), and delegates formal advertising requirements to the agent (1). At the same time, the advertiser is interested in the fullest reproduction of formal advantages by his product offers at cost minimization. The advertising agent, having competitive interests in the advertising market, is interested in the fullest embodiment of the creative plans, which demand high expenses. Besides own competitiveness of the advertising offer, the addressed target audience of consumers (2) cannot correspond to the completeness of interests of the advertiser. Especially it is felt if the promotional products are developed taking into account certain national or standardized global priorities, and it is not considered about ethnic specifics recipient market, or on the contrary. If the advertising appeal answers tasks of the advertiser and expectations of the consumer, he reacts with interest in product offers (3) (Figure 3).



**Figure 3. System of relations of members of the advertising market**

There is a problem of the effectiveness of international advertising, which as experience shows is very difficult to estimate, especially in application conditions in various markets. But today in the world, there are no constant and recommended techniques of calculation of the efficiency of advertising campaigns as unclear is an advertising influence mechanism, as well as all marketing complex of the company, on the results of the business and its cost. It's not completely clear that "effective" advertising differs from "unsuccessful" one. As a result, in the 90s all were fond of such marketing "toys" as advertising mailing (direct mail), stimulation of sales (sales promotion), and other means of cost minimization but it did not raise the efficiency of advertising activity. Quantitatively, the reaction on address advertising did not exaggerate 2-3%. The situation began to change only when in the centre of attention of business management the concept of branding moved forward: the brand began to be considered as an asset and advertising – as a management instrument of a brand. Thus, investments into advertising that develops a brand, that is, investments in loyalty, became the dominating concept of development of world advertising.

Ukrainian companies that still develop mainly export activity, it is important to consider that effective advertising begins with positioning of a brand but not the search of an extraordinary creative one which can eclipse the maintenance of long-term, strategic objectives of business

activity in this foreign market and create the temporary effect of stunning information about still unknown goods, company, country. The problem consists of the distribution of the original but adapted to conditions concrete foreign market positive complex image that precedes formations of a successful national brand.

A complication of functions of the advertising intermediary in the international space is an objectively necessary condition of successful promotion of business in the economically alien and mainly unfamiliar marketing environment. Expansion of competences is carried out through:

- research of media markets and consumer preferences in commodity markets;
- development of a method of calculation of key parameters of the advertising campaign: necessary level of coverage of target audience, the intensity of advertising appeals of various type, compliance of parameters of advertising campaign marketing problem of business internationalization;
- formation of effective schemes of the realization of advertising activities which provide, in particular, the choice of carriers of an advertisement and definition of their influence, justification of ways to achieve the planned level of coverage of foreign audience and minimum necessary contact when accounting of the "national" or globalized character of consumers, determining and comparative assessment of the specifics of goods, its international competitiveness, the fullest realization of opportunities of the application of stimulation actions, and so forth;
- optimization of the budget that conforms to the requirements of coordination of admissible expenses for volumes and observance of qualitative parameters of advertising campaigns.

Distribution of an advertisement is traditionally carried out through specialized editions (dominated till 40th years of the XX century), mass media (press, radio, and television), and since the beginning of the 90s, electronic advertising through the Internet, which in the conditions of globalization and total computerization of business becomes more and more attractive sector of the market, actively extends [6]. It agrees on the research of the Interactive Advertising Bureau (IAB) and the PricewaterhouseCoopers (PWC) companies for the first six months of 2018 in comparison with the same period, profit on Internet advertising increased by 35% and reached 8.1 billion dollars. Development of new, in comparison with traditional websites, carriers of electronic advertising, for example, platforms of mobile content, Internet television (IPTV), and online games, which get the increasing recognition and distribution in the world, became one of the reasons of such growth. Besides, also the number of users of the mobile Internet increased.

Various ways of formation and presentation of an advertisement, which are used in the world practice and actively extend in Ukraine, have to consider the specifics of psycholinguistic perception of the advertising message by various categories of ethnocentric adjusted consumers in the different countries. Internationalization of commodity markets causes the necessity of ensuring the dosed influence of the structured information that is a critical condition of proper response of specific target audience. Besides, the comic motto of the American experts from advertising "Give me advertising, and I will sell lead bullets instead of headache pills" shows an example of inad-

equate results of world advertising activity, cynicism elements, violation of social values and national traditions, which were shown in the course of long-term development and improvement of advertising and which prevent the effective use of advertising potential in the international marketing activity.

Therefore, development and internationalization of domestic advertising demands, first, implementation of organizational technical requirements to the formation of an advertising appeal, such as substantial orientation and concreteness, intensity and volume, creative, reliability and legality and, secondly, accounting of the specifics of advertising provision of internationalized business and respect for the international standards and also adaptation of the international advertising to national marketing environments taking into account factors of consumer behaviour in different territorial markets and psycholinguistic features of their perception.

In the world practice of advertising, there are certain rules and restrictions, which require dense attention of marketing specialists. The problem is the uniqueness of some national requirements for internationalized advertising activity (Table 4).

For example, each country in its discretion limits (forbids) advertising of alcoholic and tobacco products, some embodiments of maintenance of an advertisement, such as demonstration of risky extreme actions, sexual and aggressive manifestations, display of naked parts of a body, religious attributes and shrines). The discrepancy of quality and intensity of restrictions and bans affects opportunities for the use of standardized advertising in the international business and, according to its effectiveness.

The efficiency of the use of integrated marketing communications in the international environment depends on three critical parameters: reliability sources of communication effect which degree of reliability is defined and estimated by recipients of information based on its market image and finished status; the level of compara-

tive publicities, caused by simultaneous application of competitive information addresses to various carriers and their combinations that gives the chance to define relative intensity of the specific program of promotion and sale; perception filters, which rigidity is caused by degree of trust and loyalty of target audience, thanks to which all addresses that do not meet expectations and experience of recipients are rejected.

**Conclusions.** Thus, the technology of formation and system use of integrated marketing communications in the international marketing activity demands judgment of a role and value of separate actions and tools of complex product promotion and use of instruments to implement effective marketing activity under the conditions of internationalization of commodity markets. The international practice of promotion and sale shows various intensities and a possibility of combination, aggression level, cost, coverage and influence of means of activation of consumer reactions, which help the companies to find the place and to strengthen positions in the international economic space.

The companies, which build the strategy of goods promotion in the foreign markets, need to consider a number of universal standardized rules of creation of programs of promotion and activation of sale and, at the same time, to carry out adaptation of their basic elements, especially advertising activity, which at the present stage is the most widespread means of promoting the international product, according to own needs of the international development. Therefore, for the Ukrainian exporters who actually take the first steps of active foreign expansion and have not gained sufficient experience in the use of potential of international marketing communications yet, the main accent of marketing support of business has to act the reasonable choice and a combination of separate, widespread but not budget tools of international promotion, which internal content is the demonstration of advantages of a domestic product and production.

Table 4

**Widespread rules and restrictions on advertising activity**

Country	Rules and restrictions
France:	Prohibition of alcohol advertising.
Western Europe:	Restrictions on the advertising of tobacco products and alcohol are prohibited.
Czech Republic:	Alcoholic beverages should not be poured, and people in advertising should not depict the pleasure of their consumption.
UK:	A complete ban on tobacco advertising.
Scandinavian countries:	Strict restrictions on the advertising of tobacco products.
Bulgaria:	It is forbidden to show bottles, glasses, and people drinking alcohol.
Sweden:	Toys cannot be advertised on television for children below 12 years.
Finland:	Children should not call products in advertising.
Austria:	Children in advertising can appear only with the presence of adults (parents).
Lithuania:	Advertising of food for pets is prohibited until 23:00
Asia:	Do not show men with long hair.
Muslim countries	Women are only dressed, some parts of the body cannot be shown
Malaysia	It is forbidden to show baseball caps, put in front of back (in order not to promote the values of Western society); Blue jeans cannot be displayed in the advertisement (other colours are possible).
Korea:	All the advertisers should be Koreans

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