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STICKERS AS EFFECTIVE MEANS OF ADVERTISING

The essence of the concept "sticker" is analyzed in the article. Application areas of stickers are investigated. Special features of stickers' usage in various advertizing areas are determined. Possible spheres of stickers' application as well as the variety of distribution areas are offered. Directions of study of the effectiveness of stickers for producers are determined.

Keywords: sticker, advertising, sphere, promotion, target audience, efficiency.

Introduction. Sticker is a paper tag with a special adhesive that was originally invented to control production. That is, a sticker is one of small forms of printed products, guarantee or protective label, which is a type of a seal that allows to control the access to the product [1]. That was the aim of the first stickers' producing. A variety of features (forms; the materials they can be made of; surfaces, they can be pasted on) influenced the further use of stickers in other areas and with other purposes.

Problem statement. Despite a large number of practical examples of stickers' use [2] as well as high efficiency of the activities, based on the use of a great variety of products with stickers, the scientific literature has almost no research on the topic. The scientists have not paid enough attention to this phenomenon and it is a great need in systematization and generalization of practical experience with stickers' use as effective means of advertizing. All this caused the subjects of the study.

Analysis of recent research and publications. The issues of advertising and its effectiveness as a whole are paid attention in the works of Kotler Ph. [3], Illiashenko S.M., Primak T.O. [4], Romat Ye.V. [5], Pocheptsov G.G. [6] and others. However, the question of study and systematization of approaches to the use of stickers as an effective means of advertising requires further in-depth research.

The aim of the article is to study special features of stickers as effective means of advertising as well as their use when promoting various kinds of products in the markets. Within the outlined aim the following tasks are formulated:

- to clarify the essence of the concept “sticker”;
- to examine the application areas of stickers;
- to determine special features of stickers’ use in various types of advertising;
- to identify the areas of study of the stickers’ effectiveness for producers.

The main results of the research. Despite the fact that the word “sticker” comes from the English word *stick* (glue) and the main content is clear, but in different areas a bit different values are put in structural and logical essence of this concept (for example: “Toilet Duckling is sticker purity” – the slogan for detergents). Let’s consider the essence of the concept of “sticker” from the view of marketing.

In advertising a label to attract the attention of buyers is understood under the sticker. Sticker is a label, tag, applications, small form of printing, is self-adhesive [7]. Various labels such as guarantee, marking, identification decorating applications as well as magnetic media are considered as stickers [8].

Thus, *a sticker is a label that is used to attract attention as a temporary means of transmission of information* (advertising, logistics, etc.).

Stickers are used in various fields of economic activity: in logistics, in management, in social networking, in advertising, etc.

In logistics stickers perform the following functions [1]:

- *guarantee* – to control unauthorized package disclosure; are made on special sealed or self-destructive paper and connect both static and moving parts;
- *identification* – to mark a product according to number and bar-code personalization, which provides the information about product characteristics in electronic view;
- *inventory* – to record and classify products in stock, contain number or bar-code personalization;
- *dated* – for products with a shelf life or warranty period, contains a series number, a space for the production date and other information.

In management colourful stickers are used as stationery to improve productivity (different signs or records are made on them and then they are placed on the documents, organizer, etc.).

In some cases they are used as a reminder or announcement. So, the inspectors of Municipal Enterprise “Kyivrekлама” together with volunteers in May 2015 marked the illegal advertising constructors with the stickers “Illegal means of advertising. Subject to disassembling. Kyiv City State Administration” [9]. Here the stickers performed socially significant task of information the most of people and drawing their attention to this problem.

Small pictures, also called stickers, are used in social networks (vk.com, facebook.com, etc.). They are designed to communicate and express emotions (they can be inserted into private messages and wall posts in social networks).

For example, a social network “VKontakte” launched a special set of 24 stickers dedicated to Flag Day and the Day of Independence. The heroes of the set: a cat Peach and a dog Spotti are represented in the images of famous characters of fairy tales, cartoons, works of Ukrainian writers and folk art (reference to Shevchenko’s portrait, paintings of Cossack Mamai, Rat and Devil after M. Gogol; Kotyhoroshko, Ivasyk-Telesyk, scenes from “Kaidash family” after I. Nechuy-Levitsky) [10]. In this case stickers fulfil also a patriotic task (Figure 1).

With the power of laminating, coating and other types of surface treatment stickers can be used both as a temporary storage media and individual art objects.



Figure 1 – Stickers in a social network “VKontakte”

Sticker art is a form of street art in which images are labels. The content of such labels can be different, and includes a lot of graffiti subcategories. Stickers have been actively spread from the beginning of the 2000s and often appeared in major cities, such as on trash bins, traffic signs and walls of buildings [1].

Thus, there is a great diversity of stickers’ application areas. They can be used both as elements of interior decoration (Figure 2), the visual cars tuning and business gifts.



Figure 2 – Collection of stickers on the boards

In the last decade, stickers are spreading in various types of advertising: in transport, in shopping facilities and in merchandising. Stickers are placed in a transport network (in infrastructure facilities, in most vehicles). Such kind of auto advertising has obvious advantages: it release a huge amount of stickers for a little amount of time; a large number of contacts; mobility of advertising company even within the city; the possibility of finding and implementation the shortest path to delivering the information to humans [8]. Considering that 70% of urban residents use public transport, this type of advertising is extremely effective. According to numerous studies, such kind of advertising is paid attention at least occasionally by 87% of the passengers, of which 45% during each trip. However, about 60% of passengers are interested in not only the image on the sticker, but the content of the advertising message. This mean of advertising in Lviv works with the same efficiency in all kinds of public transport (trams, trolleys, buses, taxis and trains) [11].

In merchandising stickers are used for different purposes:

- at the entrance (stickers with protected surface are pasted directly on the asphalt with advertising);
- in the entrance area (stickers with the working time, stickers with the words “Push / Pull”, “Welcome”, etc.);
- in shopping space (floor stickers, promotional stickers at the products, stickers about discounts and promotions, etc.);
- in checkout area (stickers-indicators).

Low cost caused that the stickers have spread not only as POS-materials (e.g. promotional materials at the sales location) but also as a separate products, which is a subject of collections or arrogance (among teenagers).

Thus, the manufacturers of branded products put stickers with their own logos, which are very popular among the target audience, into every packing unit. So, stickers “DC” teens glue on personal items, and youth on their cars (Figure 3).



Figure 3 – Sticker with logo “DC”

Application area of stickers is unlimited. Let’s consider a few specific areas. Industrial

companies can depict logos on them and disseminate among contractors and potential buyers both through exhibitions and personal contacts. In the future, they can be stuck on folders / files with documents of the company and help to find them quickly, but on the other hand – to remind constantly about this producer.

The producers of goods (clothing, shoes, toys, etc.) for children and teenagers can reflect a series of different images (so that they could be collected).

The representatives of the target audience enthusiastically place stickers on their notebooks, diaries, computers, as well as backpacks, special boards (Figure 2), thereby spreading the advertising producers. With the help of stickers higher education establishments can fix in memory of different target groups (potential applicants, partners) their images or images of specialties (types of educational services), which provide training. Through thematic stickers (socially significant orientation, patriotic, etc.) with university logos they can improve individual components of the image. Cultural institutions (museums, galleries, theatres, cinemas, philharmonic, etc.) can “enter every house of their potential consumers” due to aesthetically attractive images on stickers.

Except the possibility of being damaged, the stickers have little negative characteristics. They are an efficient means of advertising, because:

- are distributed among existing and potential customers;
- are spread over a large area (due to the movement of the users themselves);
- are placed in different places and influence at different times;
- influence on different target audiences;
- have temporary effect (methodical advertising repetitions annoy);
- have a low cost of producing;
- can be quickly distributed;
- can distribute urgent information.

So stickers are modern, efficient and highly effective means of advertising. It is not the only means of the products promotion but integrated use of them together with other means will increase the chances of producers and give them more advantages in the competition.

Conclusions and directions for further research. Thus, summarizing the above, we can say that:

1. Sticker is a label that is used in various economic sectors to attract attention as a temporary means of information transmission (advertising, logistics, etc.).

2. The use of stickers for the promotion of products in the markets have unique characteristics associated with the ability to inform quickly various target audiences about the producers and have non-intrusive nature of the impact.

3. Stickers are an efficient means of advertising and can be used for various purposes by producers of different types of products / works / services.

Taking into account the fact that the possibility of applying the stickers are not thoroughly investigated, the results of this study can be used in the practice of producers, as well as become the basis for further scientific research of theoretical and methodological basis of new modern means of advertising.

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В.В. Божкова, А.С. Чикалова. Стікери як ефективний засіб реклами

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Стікери як ефективний засіб реклами

У статті проаналізовано сутність поняття “стікер”; досліджено галузі застосування стікерів; визначено характерні особливості застосування стікерів в різних видах реклами; запропоновано можливі сфери використання стікерів та напрямки їх поширення; визначено напрямки обґрунтування ефективності застосування стікерів для товаровиробників.

Ключові слова: стікер, реклама, галузь, просування, цільова аудиторія, ефективність.

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Стикеры как эффективное средство рекламы

В статье представлен анализ сущности понятия “стикер”; охарактеризованы области применения стикеров; определены характерные особенности применения стикеров при различных видах рекламы; предложены возможные сферы применения стикеров и направления их распространения; определены основные аспекты обоснования эффективности применения стикеров для товаропроизводителей.

Ключевые слова: стикер, реклама, отрасль, продвижение, целевая аудитория, эффективность.

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