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ELABORATION OF THE MODEL FOR THE EVALUATION OF STATIC ADVERTISING EFFECTIVENESS[1]

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Living in a consumerist society, people are constantly exposed to advertising. Advertising could be considered as an engine of market economy – advertising results in exchanges, augmentation of organizations' turnover and profit. As a consequence, enormous competition has emerged in the world of advertising during the first decades of twenty first century and has forced organizations to search for factors influencing advertising effectiveness. This research aims at developing a model for the evaluation of static advertising effectiveness. The elaborated model can be applied to assess static (printed, outdoor and point-of-purchase) advertising effectiveness.
Keywords: advertising effectiveness, outdoor advertising, point-of-purchase advertising.

Problem statement. The recent technological revolution has led to the conditions of intensified competition in almost all business sectors in entire world. The lifecycles of many consumer goods have shortened, thus forcing organizations to search for the most effective measures of marketing to stimulate their sales. Advertising is often considered as one of the most common marketing measures used to attract consumers; however, the contemporary market information overload leaves many advertisements unnoticed.

Considering the necessity for business organizations of creating eye-catching and attractive advertisements, the scientific problem of the research is formulated by a question: what factors affect static advertising effectiveness?

Analysis of analogical researches and publications. Advertising effective-ness can be considered as a quite common topic among marketing scholars as well as practitioners. Various authors have analysed static advertising [1; 2], it visual [3; 4] and verbal [5; 2; 6] elements, evaluation methods [7; 8]; however, the scientific literature lacks a holistic methodological background for the evaluation of static advertising effectiveness.

The aim of the paper. This research aims at developing a model for the evaluation of static advertising effectiveness. The model would be useful for marketing scholars providing their research on advertising effectiveness as well as for practitioners creating and implementing their advertising campaigns.

Main study. Considering the peculiarities of consumer behaviour, it can be stated that static advertising effectiveness is mainly determined by the two groups of factors: (1) advertising message-related factors and (2) advertising context-related factors.

Advertising message related factors are the ones that marketers can gain ad-vantage from. As belonging to latter group of factors can be considered: different advertising layouts; visual and textual elements; the level of advertising complexity; advertising appeal; advertising source; and advertising execution. Different usage and different combinations of this group of factors leads to different advertising effectiveness.

For the research, two advertising context-related factors were determined as differently affecting advertising effectiveness: outdoor context and point-of-purchase context. Consequently, the elaborated model for the evaluation of static advertising effectiveness is composed of three parts: advertising message-related factors, outdoor advertising context, and point-of-purchase advertising context.

Advertising message-related factors. Static advertising effectiveness model containing message-related factors (see Fig. 1) enables to create effective static advertising content in accordance to the aim of marketing communication and is applicable in any context (printed, outdoor, and point-of-purchase).

As it can be observed in the model presented in Fig. 1, the combination of message-related factors of static advertising depends on the aim set for the campaign. Different advertising message strategies have to be chosen for those advertisements aiming at customer awareness formation than for those achieving to form consumer attitudes and stimulate their behaviour. Firstly, different complexity levels have to be chosen. If the aim of advertising campaign is awareness creation, the complexity of advertising message has to be low and emotions-based; thus, the brand would be emphasized and linked to some positive feelings. Consequently, based on brand awareness, positive attitude is formed.

However, in many cases brand awareness is already reached. Well-known organizations aim directly at attitude formation and stimulation of purchase behaviour. In later cases, different advertising combinations have to be chosen. First of all, advertising layout complexity has to be high, thus attracting attention to the advertisement itself. Moreover, advertising appeal has to be rational, providing a reason for consumers to purchase.

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To make an advertising message more credible, a well-known spokesperson (celebrity, sportsman, social activist, etc.) has to be chosen as an advertising source. The impact of the spokesperson on advertising effectiveness is demonstrated in the Figure 2.

Moreover, choosing an effective advertising strategy is not enough. All the advertising elements have to be organized according to some critical rules. As a human gaze is often moving in a Z form (in those countries where people are reading from the left to right), the effectiveness of the brand position is decreasing respectively. Moreover, the rule of thirds has to be respected.

Only after setting the suitable structure of advertising message-related factors, context-related factors can be chosen.

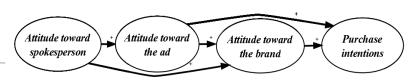**Fig. 1. Static advertising effectiveness model: message-related factors**
Source: [9]

Fig. 2. The impact of celebrity spokesperson on advertising effectiveness
Source: [10]

Outdoor advertising context. Despite the effective static advertising content, outdoor context of advertising influences its' effectiveness, thus outdoor context related factors are presented in static advertising effectiveness model containing outdoor advertising context (see Fig. 3). As outdoor advertising effectiveness can be assessed by the measure of recall level, it can be stated that if any of the context-related factors influence advertised brand recall, that factor influence outdoor advertising effectiveness.

The increasing brand awareness and the more positive attitude toward the advertisement increase the probability of both unaided and aided advertising recall. It can be stated that brand awareness and attitude toward the advertisement have direct effects of on outdoor advertising effectiveness. Moreover, the left road side of the advertisement decreases the probability of both unaided and aided advertising recall (contrarily, the right road side of the advertising placement increases the probability of both unaided and aided advertising recall). Bearing in mind that consumers process information based on logical or/and utilitarian decisions, rational outdoor advertising appeal should be preferred to emotional one when achieving to generate aided recall. Finally, the placement enabling the best outdoor advertising visibility must be thought through in order to make advertising effective. Considering the outdoor advertising framework based on the model presented in Figure 3, organizations will achieve the highest outdoor advertising effectiveness.

Point-of-purchase advertising context. The point-of-purchase context of advertising is often formed by store atmospherics [11]. Turley and Milliman [12] have classified the store atmospheric variables into five groups: (1) External variables; (2) General interior variables; (3) Layout and design variables; (4) Point-of-purchase and decoration variables; and (5) Human variables. Moreover, point-of-purchase advertising (POPA) was added as the sixth category of store atmospherics [13].

Theoretically, point-of-purchase advertising can provide different shopping value, caused by the types of benefits: utilitarian, hedonic, or novelty-related. Also, differently understood shopping value can lead to different valuations of store environment, different perception of shopping quality, even different intentions to return and recommend the store to friends and relatives.

Acting through the shopping value, point-of-purchase advertisements evoke specific cognitive and

affective reactions; moreover, these reactions stimulate shopping behaviour − lead to conative or behavioural responses [14]. However, depending on the message-related factors of advertisement, shopping value can be perceived differently: either approach or avoidance behaviour can occur. Moreover, marketers should emphasize novelty-related shopping benefits very carefully in point-of-purchase advertisements because of their direct effect on avoidance behaviour and word-of-mouth communication. Achieving point-of-purchase advertising to be effective, the balance between utilitarian and hedonic benefits has to be kept. Moreover, hedonic shopping benefits have to be emphasized because of their direct effect on consumer approach behaviour.

Point-of-purchase advertising effectiveness model is presented in Figure 4.

As it can be seen, properly managed point-of-purchase advertising creates a direct route to customer loyalty; moreover, allows expanding the base of the customers.

Based on the decomposed static advertising effectiveness models, the holistic model can be expressed by equation:
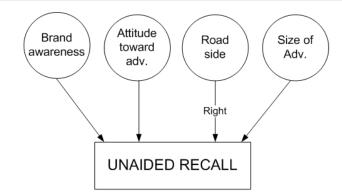
Static advertising effectiveness = $\beta 0 + \beta 31$ Message-related factors + $\beta 32$ Context-related factors + $\zeta 3$;
    where

$\beta 32$ Context-related factors =
$\begin{cases} \beta 32a \text{ outdoor advertising context} \\ \beta 32b \text{ poin}t - of - \text{purchase advertising context} \end{cases}$

Hence, by evaluating both message-related as well as context-related factors static advertising effectiveness can be assessed.

Conclusions:

1. The effectiveness of advertising message content depends on the primary determined aim of marketing communication. Different advertising message strategies should be applied when the aim of marketing communication is to enhance awareness and when the aim of marketing communication is to form attitude or encourage behaviour. Moreover, despite the applied advertising message strategy, advertising elements must be arranged in such a way that allows emphasizing the brand.

2. Outdoor advertising effectiveness depends not only on the advertising message content, but on the outdoor context as well. For creating effective outdoor advertising, road side, size and visibility of the advertisements must be taken into consideration. Furthermore, brand awareness and attitude
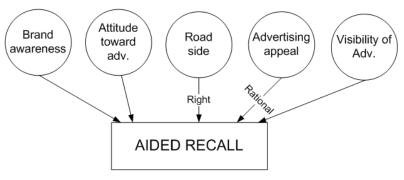

Fig. 3. Static advertising effectiveness model: outdoor advertising context
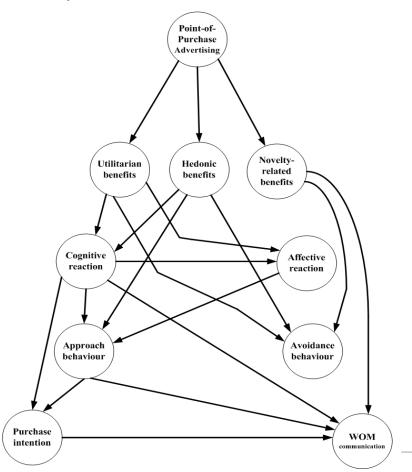
Source: self elaboration

Fig. 4. Static advertising effectiveness model: point-of-purchase advertis-ing context

Source: self elaboration

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toward the advertisement must be managed in order to create effective outdoor advertising.

3. Point-of-purchase advertising influences consumers shopping value, which in turn influences consumer emotional reaction. Consumer emotional reaction has impact on their immediate behavioural response, which shapes consumer behaviour in a long run.

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РОЗРОБКА МОДЕЛІ ДЛЯ ОЦІНКИ ЕФЕКТИВНОСТІ СТАТИЧНОЇ РЕКЛАМИ

Анотація
Живучи у суспільстві споживання люди постійно піддаються впливу реклами. Рекламу можна розглядати як рушійну силу ринкової економіки − реклама призводить до обміну, збільшує обіг і прибутки організацій. Внаслідок цього у перші десятиліття двадцять першого століття виникла значна конкуренція у світі реклами, що змусило організації вишукувати чинники, які впливали б на ефективність реклами. Метою даного є розробка моделі для оцінки ефективності статичної реклами. Розроблена модель може застосовуватись для оцінки ефективності статичної (друкованої, зовнішньої та в місцях продажів) реклами.
Ключові слова: ефективність реклами, зовнішня реклама, реклама в місцях продажів.

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