

COVERT ADVERTISING (ПРИХОВАНА РЕКЛАМА)

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Поняття прихованої реклами є центральною темою доповіді. Розкривається сутність прихованого рекламування, його сучасні підходи та види, такі як рекламування електронною поштою та інші. Доповідь торкається питання, цензури традиційної та медіа-реклами, освітлює питання опозиційної діяльності компанії і історію виникнення реклами в різних країнах світу.

The definition of covert advertising is advertising when a product or brand is embedded in entertainment and media. Advertising is a form of communication that typically attempts to persuade potential customers to purchase or to consume more of a particular brand of product or service. One way to measure advertising effectiveness is known as Ad Tracking.

The advertising is a part of the bone marrow of corporate capitalism. Increasingly, other media are overtaking television because of a shift towards consumer's usage of the Internet as well as devices such as TiVo.

E-mail advertising is another recent phenomenon. Unsolicited bulk of E-mail advertising is known as "spam".

Advertising and information are increasingly hard to distinguish from each other. "The borders between advertising and media become more and more blurred". In our time the children's market, where resistance to advertising is the weakest, is the "pioneer for ad creep".

Kids are among the most sophisticated observers of ads.

In many countries – namely New Zealand, South Africa, Canada, and many European countries – the advertising industry operates a system of self-regulation.

Advertisers, advertising agencies and the media agree on a code of advertising standards. The general aim of such codes is to ensure that any advertising is 'legal, decent, honest and truthful'.

Currently the display of an advertisement without consent from the Planning Authority is a criminal offense liable to a fine for this kind of offence. All of the major outdoor billboard companies in the UK have convictions of this nature.

The advertisement of controversial products such as cigarettes is subject to government regulation in many countries.