

**IMPORTANCE OF COMMUNICATION
IN ADVERTISING BUSINESS
(ВАЖЛИВІСТЬ СПІЛКУВАННЯ В РЕКЛАМНОМУ БІЗНЕСІ)**

Буряковський Д.О., гр. МР-39

Наукові керівники: ст. викл. **О.М. Муравйова,**

ст. викл. **М.І. Крупей**

Харківський державний університет харчування та торгівлі

Реклама – мова ринку, за допомогою якої бізнес спілкується з потенційними клієнтами. Щоб бізнес був прибутковим, важливо знати особливості цієї мови.

The average person sees an estimated five thousand ads per day. From commercials on television and pop-ups on the Internet to advertising on bathroom stalls and subway platforms, the messages are endless. That’s why effective communication to a specific target audience is the key to making advertisements stand out and get results.

Successful communication in an advertisement involves focusing on a certain audience with information that meets this group’s needs. There are three main reactions that a good ad can trigger from these intended viewers. The first response is emotion, getting the target audience to feel something because of your message. Secondly, you want potential customers to think about what you have to say. And the third objective is to encourage them to take action, such as purchasing your product.

Another essential type of communication is called branding, defined by a name, sign or symbol, which is designed to identify a seller’s goods or services. The entire purpose of this often complex effort is to convince consumers that your product is the only one that can meet their needs. A good brand will: deliver a clear message, reflect credibility, connect with the consumer emotionally, motivate the buyer and build loyalty.

Since your brand is one of the most crucial ways of communicating with a specific audience, it’s important to spend time researching, developing and defining it. The goal is to make consumers feel a connection with the brand that represents your company so that you can influence their purchasing behavior in a way that benefits you. Brands that inspire an emotional response and are able to draw in the consumer build loyalty and a successful following.

Emotion is powerful in a brand because it is an effective way to connect with an audience. Due to compelling marketing strategies, many consumers feel these services are integral to their lives. This kind of communication is what every company strives for in its advertising.