

AMBIENT MARKETING

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Ambient Marketing started to appear in British media jargon around 1999, but now seems to be firmly established as a standard term within the advertising industry.

Ambient marketing is a popular approach to promoting a brand, it is an aggregate of effective marketing's instruments, utilized for initiative promotion of brand, as a result a loyal audience is formed from a number having a special purpose users.

Ambient advertisements are effective means at pushing a brand message in front of consumers and can develop even better top of mind recall within target audiences. This provides the ability to advertisers to maintain brand awareness created by other advertising efforts. Ambient media can produce mass attention in centralized locations, or directly interact with consumers during normal every day activities.

The features of AM are:

- brightness - not necessarily beautiful, but an event must pay attention on itself in 90% cases;
- a report must be memorized - users must memorize an external not attribute, but that information which all was undertaken for the sake of;
- a report must be indissolubly related to the share and not lost at retelling.

Ambient marketing is in your business interest and most certainly worth considering in today's highly competitive business climate because it takes your message to an ambient customer base in an ambient form.

Examples of AM are messages : at the mail boxes or post boxes, public telephones and telephone booths, an escalator steps, lifts and elevators, on the backs of car park receipts, on hanging straps in railway carriages and etc (the picture 1). It also includes such techniques as projecting huge images on the sides of buildings, or slogans on the gas bags of hot air balloons.



Pictures 1 – The example of Ambient marketing

The reason why ambient marketing is so successful in developing brand image is because it reaches consumers in their natural environment most likely to influence their buying decisions at a time and place where it is least expected. At the same time it remains unobtrusive. Ambient media tends to successfully micro-target potential customers at precisely timed moments.

DIE WIRTSCHAFTLICHE ENTWICKLUNG OSTDEUTSCHLANDS IM INTERNATIONALEN VERGLEICH

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Das Thema des Artikels – die wirtschaftliche Entwicklung der neuen Länder im internationalen Vergleich. Im Artikel handelt es sich um der Forschung der Attraktivität der Lage Ostdeutschlands. Der Autor betont die Attraktivität der Unterbringung Ostdeutschlands für die Investoren des Kapitals im internationalen Vergleich. Im Artikel wird betrachtet, wie die Politik dazu beitragen kann, dass die bekannten Kräfte entwickelten sich und entfernten die identifizierten Defizits.

Ausgehend von der Inventur der Wirtschafts- und strukturellen Kräfte und der Schwächen der ostdeutschen Wirtschaft, was im Rahmen