

Institute of Romance and Germanic Languages of Information and Humanitarian Technologies / Department of Innovation, Marketing and Advertising: 42.03.01 .- Advertising and Public Relations (Commercial Advertising)

Theme of WRC: Promotional tools for promotion of automotive brands in the region of the CMS on the example of the company "Klyuchavto"

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The relevance of the research topic: The relevance of advertising automobile brands is beyond doubt as it plays a key role in the development of the market economy and is its important element. If the manufacturer is deprived of such effective communication with the consumer, what is advertising, then he will stop investing money in improving old and creating new products. The desire for development, competition in entrepreneurship will fade. That is why in countries with a high standard of living, mass production, huge amounts of money are spent on advertising.

Purpose: to identify the specifics and develop tools for the promotion of cars and related products and services in the automotive market by the example of LLC SBSV Klyuchavto in the city of Mineralnye Vody.

Tasks:

1. To characterize the advertisement of automobile brands, to determine its essence, goals and tasks;
2. Identify the most effective tools for advertising automotive brands;
3. Consider examples of effective advertising of global automotive brands;
4. To determine the current realities of Russian automotive advertising;
5. To conduct research on the current state of advertising of automobile brands by the example of the company SBSV Klyuchavto LLC, Mineralnye Vody;
6. To identify ways and means of improving the advertising promotion of LLC SBSV Klyuchavto by the example of the Nissan brand;
7. Develop a project to effectively promote the Nissan brand in the North Caucasus republics.

Theoretical significance of the work. The theoretical and methodological basis of the research was the scientific works of the classics of the theory of marketing and advertising, the research of domestic and foreign scientists on the problem under study. To achieve the goal and solve the set tasks, the following research methods were used in the work: system analysis, comparative analysis, expert evaluation method, observation, etc.

Practical significance of the study. The practical importance of the results of the work is to develop theoretical and practical recommendations on the use of advertising mechanisms and tools for brand promotion in the current conditions of fierce competition in the consumer goods market by the example of the Nissan brand in LLC Klyuchavto.

Results of the study:

1. The specificity of dealership advertising is the wide use of images, logos and slogans obtained from centralized sources. At the same time, a single structure of mock-ups (fixed position of all elements) is typical, which creates a uniform image of all advertising messages. The most important element of the advertising layout, as a rule, is the logo.
2. The most important place in the communications of the automobile brand and the consumer is undoubtedly advertising, which with the help of various strategies is able to identify and fix in the minds of the consumer the key elements of the identity of a particular automobile brand.
3. Advertising of automobile brands should be as often as possible come across, be short and bright (since billboards attract the attention of consumers only for a short time - from 3 to 5 seconds), attract attention, easily readable on the move, understandable.

Recommendations:

It is proposed to use event promotion in the North Caucasian republics using outdoor and print advertising to inform about the "NISSAN Friends Day" event in a new format (the goal of the event informing the target audience about the appearance of the official dealer of the Nissan brand on the CMS is the SBSV Klyuchavto Sigma LLC ).

Two banners of 2000x1000 mm size were developed and offered.

A promotional leaflet of A5 format was developed and offered.

A calendar for the company "SBSV Klyuchavto" of A6 format was also developed and proposed.