

## SUMMARY

**Topic of the graduate qualification paper:** PR-tools of creative communication agencies in example of digital agency "Red Keds".

**Author of the paper:** Madina Kodzokova Sergeevna.

**Academic adviser:** Senior Lecturer in public relations and journalism Lisitsa E.A.

**Relevance of the research topic:** Despite the relative abundance of commodities advertising in Russia is very specific, aimed not at the image, but on the product. This is why creative advertising is very relevant today. Creative Advertising is not only the constant generation of new models and ideas. It also contains the creative concept, the central idea of how advertising can be remembered and attract attention. This effect is achieved by using the key methods, PR-tools. The creative process and the implementation of a variety of creative ideas - from ideas to large-scale advertising campaigns - are engaged in creative communications agencies. Since the main activity of creative agencies is the development and promotion of creative advertising campaigns and concepts, it is particularly important analyzing PR-technologies used by advertising agencies.

It should be noted that in the modern world PR-tools are more developed also to generate a positive image of advertising agencies themselves. **The object of the research** is an activity of creative communications agency in the market.

**The subject of the research:** PR-tools used in promoting the services of creative communications agency.

**The purpose of the study:** is the analysis of the characteristics and the specific application of PR-technologies in promoting the services of Russian and International creative agencies.

**The theoretical and practical significance of the study** is to improve the capabilities of PR-department of creative communications agency, as well as in solving the problem of lack of information on the operation of such commercial enterprises.

In this work summarizes the first time information about the activities of creative agencies as well as the detailed analysis of usage PR-tools to improve the

image of a creative communications agency.

**Results of the research:** In this paper the features of the functioning of creative advertising agencies, including analysis of the structure and the general state of the market, and especially the use of PR-tools in the promotion of services by the example of the creative agency «Red Keds». It was also studied the state of advancement of creative agencies, the analysis of the «Red Keds» Public Relations, determined the effectiveness of the approaches to the organization of PR-department.

**The structure of the work** reflects its aims and objectives and is determined by the logic of the research. The paper structurally consists of Introduction, two Research Chapters with four subsections, Conclusion, Bibliography.