Summary

**Subject matter:** Advertising campaign as an instrument of providing the service of public catering (on example of the organization of public catering Zlato Pivo).

**Author:** Bandurina Maria.

**Supervisor of studies:** candidate of economic sciences, assistant professor of tourism and hotel service chair A.V. Efimov.

**Information about customer organization:** organization of public catering «Zlato Pivo», Pyatigorsk.

**Topicality of the research** is connected with the development of advertising activity at the enterprises of public catering. Trends of the modern market of services of public catering require the facilities of the restaurant industry constantly improve its activity in order to be competitive. This circumstance requires rapid use of advertising activity at the enterprises of public catering.

Advertising campaign for the enterprises of public catering is an essential factor in the promotion of services as the restaurant business is focused on the visitor and the satisfaction of his needs that considerably complicates the task. For public catering enterprises, this project is a combination of the specifics of the enterprise and the interest and desire of the potential audience.

**The aim** of the final qualifying work is to develop an advertising campaign for the summer period for public catering enterprise «Zlato Pivo» on the basis of the analysis of theoretical, practical and cross-cultural aspects of the problem.

To achieve the target in the study here are the following **tasks**:

- to define the essence of the concept of «advertising campaign», its nature, purposes and types;
- to consider the stages of development and implementation of an advertising campaign at the enterprises of public catering;
- identify the specifics of the organization and carrying out of an advertising campaign at the enterprises of public catering;
- explore advertising the activity of LLC «Zlato Pivo»;
- create an advertising campaign for the enterprise of public catering «Zlato Pivo»;
- to conduct the analysis of advertising activity of a foreign market of services of public catering;
- evaluate the impact of intercultural communication on advertising activity of the enterprises of public catering.

**Theoretical significance** of the research lies in the possibility of use of the material in the teaching of such disciplines as «Promotional activities at the enterprises of public catering». Material can also be designed for those interested in the advertising activity as a means of promoting restaurant services and advertising campaign as a comprehensive approach to the promotion of services of public catering.

**Practical significance** of the work consists in the use of the developed advertising campaign in the practical activity of a cafe-bar «Zlato Pivo».
Results of the research are:

Advertising campaign for public catering enterprise is a long process of creating an image of the enterprise of public catering in the course of which can be involved different types of advertising activity, and technologies of public relations, with the aim of attracting the target audience.

We found that public catering enterprises provide a specific service for advertising, but there are not only the objectives, from which the whole advertising campaign depends, but some factors, without which it would be impracticable. Namely, location, transport, target audience. Towards this, the types of advertising are changing. The most effective means of advertising for public catering enterprises are outdoor advertising, advertising in the press, souvenir production, advertising on the radio.

We proposed an advertising campaign for the café-bar «Zlato Pivo» taking into consideration seasonality of the enterprise, which implies a large influx of visitors and consequently a significant increase in revenue.

In our campaign we would like to offer institution LLC «Zlato Pivo» to expand the target audience, in this connection, all the activities are aimed on different categories of visitors. We have calculated the whole campaign and withdrew its financial support, and also created a schedule for the advertising campaign, which takes into account all activities.

Realization of advertising campaign will provide to the enterprise of public catering «Zlato Pivo» attracting the target audience, therefore increasing interest to the institution. New permanent visitors will bring the company a steady income that will provide café-bar «Zlato Pivo» prosperity in the sphere of public catering services.

Recommendations:
The advertising campaign for the company «Zlato Pivo » consists of the following activities:
- creation of the summer area;
- advertising stand for a summer area;
- festival of beer (beer brand «Zlato», the action «Fruit Beer for the ladies», print coasters);
- brochures for resort zone;
- summer menu.