

DOI <https://doi.org/10.30525/978-9934-26-042-1-33>

## **INNOVATIVE TRENDS IN THE EFFECTIVENESS OF SOCIAL ADVERTISING**

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In the epoch of the information society, significantly of factors increased quantity that can influence the formation of social values and lifestyle. The problem of the formation of social values is especially relevant during the development of Ukrainian democracy. Today Ukraine is going through difficult times of socio-political, socio-economic transformation. Low living standards, rising unemployment, a pandemic, a decrease in the level of public confidence in institutions, uncertainty about the future, an unstable psychological state and other negative trends have led to an increase in the number of complex social phenomena. Ukraine ranks among the countries where alcoholism, drug addiction, orphan hood, crime, violence, road deaths and the like remain topical problems. According to the outlined tendencies at the national level, social institutions are being created to solve these problems. To improve the efficiency of their activities, innovative methods are used, among which a special place belongs to social advertising [3, art. 57]. In particular, social advertising has a powerful potential for adjusting social standards, influencing moral values. It can penetrate into the formation of behavioral psychological stereotypes, effectively influence the worldview of the target audience. Modern society cannot be imagined without advertising firmly entered the life of an ordinary Ukrainian. Like any advertising, social advertising uses manipulative technologies that can significantly change mass behavior. David Ogilvy insisted that advertising is too powerful a tool to be «used exclusively for commercial purposes.» For each historical period is characterized by a different meaning of social advertising, which determines the relevance of social problems. In the XX century, social advertising has become a powerful tool in the struggle to overcome most social problems. It is located in the media space next to commercial and political, but radically differs from them in the main idea, motive, goal, character of the audience, subject and theme of advertising

presentation. This forms a special perception of reality, draws public attention to pressing social problems.

Today, many domestic and foreign researchers pay attention to the study of social advertising. Among the researchers who have studied the importance of social advertising in Ukraine, it is worth highlighting N. Pletneva, O. Aronson, G. Nikolayishvili, A. Vovk and S. Seliverstov, R. Barthes, J. Baudrillard, J. Habermas and others. Among modern scholars using a sociological approach, the works of A. Romanov, V. Muza, A. Savelyeva, L. Fedotova deserve attention. It should be noted that advertising, acting simultaneously on thoughts and feelings, contributes to the formation of stereotypical thinking, acting as a powerful tool for influencing the value attitudes and guidelines of the target audience. As a result, stereotyped ideas about certain phenomena and processes of social life are formed, corresponding to the goals of this advertising influence. The definition of the content of social advertising and its place in social management by different authors differ somewhat depending on the chosen angle of consideration of this diverse phenomenon [2, art. 6]. The modern social advertising market in Ukraine is in its infancy. There is no clear mechanism for its creation and distribution. It should be noted that social, commercial and political advertising interact and influence each other. The effectiveness of social advertising for commercial structures lies in the fact that it is in this area that it is possible to reconstruct the formed basic ideas about social relationships, to call for the necessary tolerance towards other people and social strata, the necessary respect for the environment, life and health, etc. etc. Often, social advertising is an important element of a PR strategy, the purpose of which is to establish and strengthen relationships with its target audience [1, art. 44]. The effectiveness of social advertising lies in the results of influencing a certain audience, manifests itself in the transformation of its negative stereotypes and attitudes, changes in lifestyle and behavior, and the formation of social values. The effect of social advertising, its effectiveness, can be considered as a change in the social attitude of individuals, a change in its cognitive, emotional and behavioral components, expressed in the achievement of positive final results.

Thus, the effectiveness of social advertising lies in the social regulation of the target audience's behavior and is based on the social responsibility of the subjects, the quality and creativity of social advertising. The effectiveness of social advertising can be defined as the result of the impact on people, which manifests itself in the form of changes in their values, beliefs and behavior patterns. Thus, social advertising has no clear effect. At the same time, the result that it brings can manifest itself only in the long term. In addition, social advertising itself can be completely different, which

means that its effectiveness should be assessed using different methods – depending on its image, placement ability, the entire audience, and so on. In general it should be noted that, despite the social significance of the phenomenon of social advertising, today there is a whole layer of unresolved problems associated with issues of control and responsibility for the production and implementation of social advertising, which leads to its low efficiency. High-quality social advertising should be created for a clearly defined target group, whose thoughts must be taken into account when developing a slogan for social advertising, as well as designing posters, audio and video clips, and, finally, when choosing information channels for conveying a message. Social advertising ideas and links should be understandable to the target population. High-quality social advertising should take into account the values, cultural customs and trends, communication style and lifestyle of the target audience [5]. In the developed countries of the world, social advertising has long become a separate work of art. Effective, creative, sometimes just shocking social advertising penetrates into the depths of every person's consciousness, makes them think about their actions, and sometimes even change their lifestyle. The experience of developed countries in the effectiveness of social advertising can be adopted taking into account the peculiarities of the Ukrainian mentality. Cruel or softer social advertising – the object of research that gave the answer to this question. In addition, the problem of the effectiveness of social advertising requires careful research. Therefore, in Ukraine they still rely on statistics and field research. «Social advertising must be shocking in order to eat into the brain and stay there forever,» said Olga Drobysheva, a representative of the Traffic Challenge public organization. Social advertising should lead to change, best of all – behavioral, at least – informational. *However, the Laboratory of Socio-Psychological Technologies of the Institute of Social and Political Technologies emphasizes that violent advertising has its own nuances. Such advertising is short-term. A person gets used to the cruel and terrible and after a while is no longer afraid. Content of the social advertising should make it clear to people why they should do it.*

So, in order for the influence of social advertising to be really effective, it is necessary to try to anticipate the possible effects (behavioral, cognitive, physiological and attitudes), and also to take into account the nature of the target audience of social advertising. Only in this case, social advertising will influence in such a way that a person, despite the advertising product, will think not only about the ad itself, but, most importantly, about the danger of his behavior, the consequences of which can be terrible not only for a person, but also for society as a whole. By her own social advertising is

not capable of completely solving a specific problem or changing the behavior of people, no matter who is in the frame. World experience shows that the chance for a successful fight against existing problems is only where an integrated approach is used.

Thus, we can conclude that the most important problem of our time is the assessment of the effectiveness of social advertising. Evaluation of the effectiveness of activities is a complex process, since it has no material expression. The results of such campaigns can be assessed mainly in the long term. When working with public opinion, it is necessary to understand that society is slow to perceive information and even slower to comprehend it. Thanks to a purposeful, constant, continuous influence on the formation of value orientations of the target audience through the use of social advertising, it is possible to accordingly direct behavior, and, therefore, to manage any community. The end result and sign of the effectiveness of social advertising is a change in the behavior of the target audience, focusing attention on socially important issues. Thus, social advertising as a form of social communication should force us to reevaluate stereotypes, inform about the problem and provide detailed information about the tool that will help achieve the desired result.

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