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## **DEVELOPMENT OF POSITIONING AND ADVERTISING CAMPAIGN FOR “PAPIR-MAL”**

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### **Abstract**

The use of modern technologies and social networks as a key element of business development in the modern competitive environment has been established in this article. It is proposed to combine traditional methods of work with innovative approaches to maintain stability and achieve success. Add new positioning strategies and advertising campaigns for enterprises in order to increase sales and attract the attention of consumers. It is proposed to supplement communication approaches, taking into account current trends to improve brand awareness and business development in the future.

**Key words:** *Advertising, tone of voice, pr, branding, marketing, positioning.*

### **Relevance**

This work offers relevant theoretical and methodological approaches to the formation and evaluation of marketing strategies for enterprises in the field of paper and cardboard production, and will also help the enterprise "Papir-Mal" to take a stronger position in the market, increase its market share and increase brand awareness.

In the course of developing effective positioning strategies and advertising campaigns, it is necessary to take into account modern digitalization processes that have an impact on business development, in particular in social networks.

The development of an effective positioning strategy and advertising campaign is extremely important for businesses and enterprises in the face of fierce competition in the market, adaptation to modern trends and growing consumer requirements.

### **Aim**

The purpose of the study is to develop and implement an effective positioning strategy and advertising campaigns for the “Papir-Mal” enterprise. This involves analyzing market opportunities and the competitive environment, identifying the advantages and disadvantages of current advertising activities, as well as developing brand positioning aimed at attracting consumer attention and increasing product sales.

### **Main theses**

According to a study conducted by Nextia in 2022, more than 30% of companies have experienced losing customers due to the wrong communication strategy. 36% of businesses face problems in communicating with the audience every month, which later become the causes of a short-term communication crisis [6]. Since “Papir-Mal” is an expanding company, the primary task of the company is to increase sales. This can be achieved by attracting new and retaining existing customers of the enterprise through the formation of a unique selling proposition and updating positioning, as well as creating a strategy for advertising campaigns taking into account communication capabilities.

The analysis of the current positioning and advertising activities of “Papir-Mal” helped to evaluate the current positioning, analyze advertising materials and the effectiveness of the advertising campaign. For international network clients, “Papir-Mal” is an example of a classic company in the paper industry, which respects ancient traditions, but at the same time strives for the introduction of modern technologies. The company skillfully combines traditional ways of working and handling materials with the introduction of innovative equipment and techniques. [1] Among the main PR tools, “Papir-Mal” actively uses social networks to strengthen ties with its customers and partners, choosing platforms such as Facebook and Instagram. The key message of “Papir-Mal” is to focus on environmentally friendly and safe products, respect for natural resources, innovation and respect for each employee and client. In its communication, the company emphasizes the importance of preserving the environment by promoting production from recycled materials, and emphasizes participation in social and charitable projects, demonstrating its commitment to the community and the environment. “Papir-Mal” uses a simple tone of communication in its publications, addressing its audience as friends and partners, while demonstrating enterprise expertise and professionalism in the papermaking industry. “Papir-Mal” creates the image of a company that values traditions

and cooperation, always ready for new challenges on the way to the conservation and enrichment of natural and human resources.

In its daily communication, "Papir-Mal" adheres to the basic principles of the tone of voice: conciseness to convey clear and accurate messages, friendliness and partnership to create trust in communication with the audience, clarity and expertise to emphasize professionalism and a deep understanding of the paper industry. The company uses social networks for dialogue with the audience, striving to adapt communication so that it corresponds to the characteristics of each platform. For Instagram, simple and understandable wording is chosen, avoiding complex terms and metaphors, while on Facebook, the emphasis is on expertise, using specific terminology as part of presenting a unique industrial vision. These approaches will need to be supplemented and adapted to current trends, which will help expand the audience and improve brand awareness and the financial position of the enterprise.

Taking into account the above factors, the analysis of theoretical approaches to positioning and advertising campaign showed that the 5P model (Product, Price, Place, Promotion, People) can be effectively used to develop a strategy. Assessment of market opportunities of "Papir-Mal" includes market research and segmentation, identification of needs and expectations of B2B and B2C segments, as well as identification of key competitors [3].

In addition, the PESO model can be considered, which is used as a basis for the development of communication strategies aimed at attracting the attention of the audience and achieving marketing goals. This model can also be used to implement an advertising campaign for "Papir-Mal": Considering Channel Integrations., instead of working with Paid, Earned, Shared and Owned channels as separate channels, they can be seamlessly combined to create a synergistic effect. For example, paid promotion can help expand the reach of earned media, and shared media can stimulate conversions with paid media.

It is important to keep the focus on experience, expertise, authority and trust (EEAT): These components are the basis for the successful application of the PESO model. It's required to create content that demonstrates expertise in the paper industry, manufacturing expertise, credibility as a trusted supplier, and customer trust.

In the implementation of a communication strategy on different channels, the use of storytelling is important. Stories about the company and its products can create an emotional connection with the audience, and make the content more interesting and memorable.

Speaking about the importance of the company to meet current trends, it is imperative to adapt to new platforms. Even as a paper manufacturer, new platforms like TikTok cannot be ignored. It is recommended to develop content strategies that are in line with the specifics and trends of new platforms.

The use of artificial intelligence and chatbots is gradually turning from a novelty into a mandatory part of a company's functioning if it has ambitions to scale. Automating many tasks, such as data analysis and customer service through chatbots, can facilitate communication processes.

Using the above recommendations for the implementation of the PESO model as a framework for developing communication strategies can help “Papir-Mal” achieve its marketing goals and position itself as a leader in the paper materials market [4].

Recommendations also include the development of a new website, the creation of commercials, the launch of an advertising campaign on social networks, participation in exhibitions and conferences, cooperation with opinion leaders, and the preparation of loyalty programs for customers.

In general, it is worth noting that the development of an advertising campaign is an integrated approach that can include a fairly wide range of tools. This includes both advertising itself and branding, public relations, sales promotion, personal sales, sales presentations, loyalty programs, sponsorships, etc. Therefore, it is important to create advertising materials that not only inform about the benefits of “Papir-Mal” products but also emotionally attract the target audience, covering the above-mentioned means of implementation.

## **Conclusion**

Developing an effective positioning strategy and advertising campaigns is becoming a key element for businesses in a competitive environment. Therefore, the combination of traditional methods of work with the use of modern technologies allows not only to maintain stability but also to achieve success.

The general purpose of the study was not only to develop strategies for “Papir-Mal”, but also to identify relevant theoretical and methodological approaches to advertising activities in the modern market. The application of these approaches will allow the company not only to maintain its competitiveness but also to develop and expand in the future.

### **Sources**

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