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EVENT-MARKETING AS A TYPE OF CREATIVE SOLUTION FOR MARKETING ACTIVITIES

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The article studies the essence of event-marketing and the basic principles of such activities in modern economic conditions. It is established that event-marketing is marketing aimed at organizing special events to form an opinion of the audience invited to the event. The main purpose of this activity is to make the event, which initially may be routine and uninteresting, an effective marketing tool that will allow extracting the maximum benefit, as well as to influence the external (consumers, partners) or internal (staff) audience. The main stages of event-marketing are defined, which include the following: prior notification of the event; conducting the event in the form of various conferences, presentations, promotions, concerts, exhibitions; formation of the subsequent information wave. Three event-strategies of enterprises in modern marketing activities of enterprises were also outlined. In particular, such strategies are defined as holding events (conferences, exhibitions, symposiums, concerts, promotional performances, forums, presentations, VIP-events, parties, etc.), visiting events, and sponsorship of events. The most popular event-events of marketing activity have been determined, among which the characteristic of conferences, seminars, forums, VIP-events, presentations of new goods and pop-up stores, parties, and different kinds of corporate holidays are presented. The practice of realization of event-events of marketing activities on the example of global companies' cases is studied, in particular, successful practices of event-marketing of companies Google, Coca-Cola, IMG Worlds of Adventure, Lean Cuisine, Guinness Zappos in the USA, UAE, India, Pakistan, and others are highlighted. The prospects for further research are determined by the economic and social effects of the application of event-marketing.

EVENT-МАРКЕТИНГ ЯК РІЗНОВИД КРЕАТИВНИХ РІШЕНЬ МАРКЕТИНГОВОЇ ДІЯЛЬНОСТІ

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Ключові слова:

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корпоративне свято,
конференції, презентації,
просування товарів і послуг

У статті досліджено сутність event-маркетингу та основні засади здійснення такої діяльності у сучасних умовах господарювання. Встановлено, що event-маркетинг – це маркетинг, спрямований на організацію спеціальних заходів, з метою формування думки у запрошеної на захід аудиторії. Головна мета цієї діяльності – зробити з події, яка спочатку може бути рутинною та нецікавою, ефективний маркетинговий інструмент, який дозволить отримати максимальну користь, а також впливати на зовнішню (споживачі, партнери) або внутрішню (персонал) аудиторії. Визначено основні етапи event-маркетингу, до яких віднесено наступні: попереднє сповіщення про захід; проведення заходу у формі різноманітних конференцій, презентацій, промоушн-акцій, концертів, виставок тощо; формування подальшої інформаційної хвилі. Також окреслено три event-стратегії підприємств у сучасній маркетинговій діяльності підприємств. Зокрема, такими стратегіями визначено – проведення заходів (конференції, виставки, симпозиуми, концерти, промоційні виступи, форуми, презентації, VIP-заходи, вечірки і т. д.), відвідування заходів, спонсорство заходів. Визначено найпопулярніші event-заходи маркетингової діяльності, серед яких надано характеристику конференціям, семінарам, форумам, VIP-заходам, презентаціям нових товарів та pop up магазинам, вечірках та різного роду корпоративних свят. Досліджено практику втілення event-заходів маркетингової діяльності на прикладі кейсів світових компаній, зокрема висвітлено успішні практики

event-маркетингу компаній Google, Coca-Cola, IMG Worlds of Adventure, Lean Cuisine, Guinness Zappos у США, ОАЕ, Індії, Пакистані та інших країнах світу. Перспективами подальших досліджень визначено з'ясування економічної та соціальної ефективності застосування event-маркетингу.

Problem statement

To meet the challenges of modern marketing activities, when advertising and other ways to promote products becomes a holiday, and the idea of the need to consume a particular product to the consumer in the form of some memorable bright action, in which he is often involved was created event – marketing, used to find a new way to get closer to the target audience, as already known techniques no longer work, and markets dotted with identical proposals with similar advertising ideas.

Analysis of recent research and publications

The study of modern events in marketing activities is reflected in the works of domestic and foreign scholars.

In particular, I. Muntian, O. Kniazieva and R. Znachek note that «Event industry is an industry of live communications, seeking direct and personal contact» [3].

According to me. Budnikevych, I. Havrysh, and I. Krupenna, «event marketing is a set of special events and actions held to promote a brand or product, territory invited to the event target audience» [1, p. 122].

In their study A. Mohylova and V. Perekhodiuk highlight the following «the main objectives to be achieved by using event-marketing: attracting new customers; increasing the degree of popularity and raising the image; attracting the attention of the media; increasing employee loyalty to the company; strengthening team spirit; attracting potential employees» [2].

O. Nikoliuk, Yu. Diachenko and T. Savchenko correctly note – «a planned event (event) is primarily a space-time phenomenon, each of which is unique as a result of coherent interaction of the public, the environment, the management system, given the development of individual elements and the program» [4, p.102].

The scientist G. Rathnakar notes the effectiveness of the use of social networks in the successful activities of event-marketing. Such a conclusion was made based on a survey of 180 employees of various departments of the organization [8, p.783].

Thus, given the results of scientific research in the chosen field, and given the creative specificity of event-marketing and the changing conditions of the information society, the elucidation of its features is constantly relevant.

Statement of purpose

To study the essence of event-marketing with the definition of its key principles in the practice of global and domestic companies in the market. The theoretical basis of the study are the scientific developments of domestic and foreign scientists on event-marketing. The authors used a dialectical approach to the study of event-marketing activities and such general scientific and special methods as analysis and synthesis, comparison, generalization, association, analogy, case method, and others.

Presentation of the main material of the research

Event marketing – or so-called event marketing – is the organization of special events to shape the opinion of the audience invited to the event. The task of marketers is to make an event, which at first may be routine and uninteresting, an effective marketing tool that will maximize the benefits and influence the external (customers, partners) or internal (staff) audience. For example, awarding distinguished employees can be held at an ordinary meeting, but it is much more effective to do it at a special celebration, involving the entire staff. This will further emphasize the value of the results achieved, a positive impact on team building. If we talk about the effect of events aimed at an external audience, they allow you to expand business and professional contacts, share experiences and ideas.

Organization of event-marketing includes the following stages (Fig. 1).

The last stage is very important because it, through the involvement of the press and the publication of press releases, allows you to form the necessary public opinion.

Conducting a corporate party is also an event that belongs to the sphere of interest of event-marketing. You need to do a sufficiently large amount of work so that the

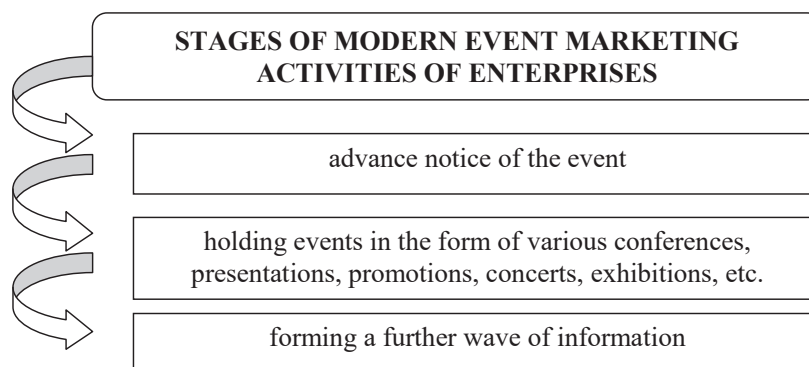


Fig. 1 – The main stages of modern event-marketing activities of enterprises

Source: compiled by the author based on [1; 2; 3; 6]

event includes elements that form a team or solve other important corporate problems.

Event marketing, along with practical organizational skills, requires knowledge of the theory of this element of marketing, which can be learned in specialized training courses. As a result, the specialist will be able to master the necessary knowledge in this area, independently organize and conduct important corporate events.

In addition, Event marketing can be used in different ways (Fig. 2).

The most obvious option, as already noted, is to hold events. Depending on the goals set and the type of event chosen, the brand can attract potential customers, strengthen relationships with existing audiences, increase sales, present a new product, and even find new partners.

Another strategy is to attend events as a guest. In this case, a company representative can promote products or services and build a brand reputation by showing their expertise.

Another option is to sponsor events. Such an approach increases brand awareness and helps attract the attention of potential clients.

That said, there are many formats of measures that can be done both online and offline. Among the most common types of such measures are the following (Table 1).

Also, in the context of the study, we should consider successful practices of event-marketing of world market leaders.

IMG Worlds of Adventure in Dubai: surprise with dinosaurs One of the most indoor theme parks in the world IMG Worlds of Adventure in Dubai opened in September 2016. Global Event Management Group put on an interactive show with dinosaurs to open the Jurassic-style Lost Valley area, which instantly attracted viewers and went viral on social media. Within days of the opening, more than 5,000 selfies with dinosaurs appeared on various social media platforms, helping the newly opened park make a name for itself [7].

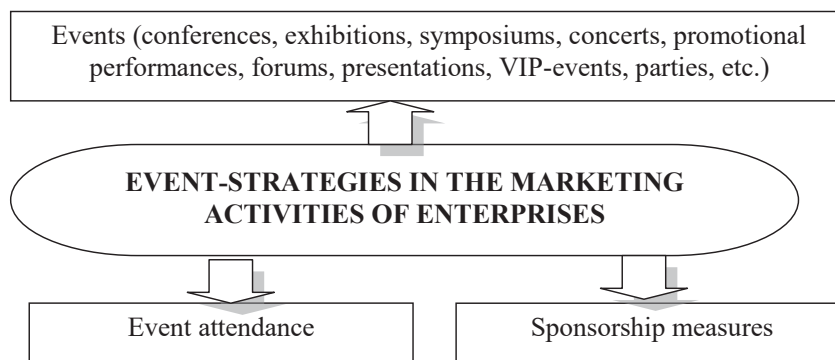


Fig. 2 – Event-strategies in modern marketing activities of enterprises

Source: compiled by the author based on [2; 3; 6]

Table 1 – Popular types of events in event-marketing

№	Event name	Essence
1	Conferences	Large-scale events based on educational presentations by industry leaders and experts. They often include workshops and networking sessions to double the benefits for attendees. Statistically, 40% of companies believe that conferences are the most effective way to achieve their business goals.
2	Seminars and trainings	Such events involve educational presentations by experts, followed by discussions of topics to enhance the skills of the participants. Therefore, seminars are often held in small venues and involve a limited number of participants. Approximately 8% of companies consider seminars crucial to achieving their business goals.
3	VIP events	These measures are aimed at increasing sales and customer loyalty. To achieve this goal, it is important to gather the room with influential shareholders, key customers, and other distinguished guests at a VIP event. According to statistics, 7% of business representatives said that VIP events have the greatest impact on the company's key performance indicators.
4	Forums for industry leaders	One of the advantages of forums is networking. A group of professionals with the same interests gets together to exchange opinions, share experiences, discuss global industry issues, find partners, and even clients. Forums allow organizers to raise their credibility in a particular area and take their business to the next level.
5	New product presentation	Companies use this type of event to introduce new products to potential customers and clients. The main goal is to attract the attention of the target audience, to demonstrate product features and their characteristics to stimulate sales. A well-designed presentation helps promote the new product to consumers and demonstrate its benefits.
6	Pop up stores	Temporary outlets that allow companies to sell their goods or services in a specific context. As a rule, such outlets are organized by e-commerce brands that do not have permanent locations. Also, exhibition spaces with sales opportunities are organized by digital brands to promote their products live, give customers an experience of interaction and immersion, and this is an interesting example of event marketing.
7	Holidays and parties, quests, sports competitions	Despite the entertainment nature of such events, they are a powerful tool for increasing brand awareness and building a strong emotional connection with the audience. Celebrations come in a variety of themes and vary in scale. Depending on your goals, an event can help you find new customers and partners, increase sales, increase the number of mentions of your company on social networks, and attract media attention.

Source: compiled by the author based on [1; 2; 3; 6]

Happy Campaign by Coca-Cola: India and Pakistan. Relations between these two countries are clearly strained. Coca-Cola decided to unite its people through its «happy campaign». Using common vending machines, the Internet, webcams, and touchscreens, Coca-Cola created an interface through which people from these countries could see each other and convey their messages of peace and love without borders. This touching campaign made millions of people smile and start associating Coca-Cola with a combining, bringing happiness and peace brand. The videos produced were able to garner several million views and huge popularity on social media [5].

Guinness First Class – This campaign is a great example of how a brand with a 257-year history was able to apply a modernized marketing effort without changing its product. In this experiential campaign, the alcohol producer had to associate people with something luxurious. Guinness people dressed up as pilots went to pubs and restaurants across Britain and unsuspecting customers were given a lot of surprises from the brand, including the grand prize of a flight in a luxury private jet with four more of their friends. The promotion went viral on social media right away [6].

Lean Cuisine's #WeighThis campaign. In a world where fitness, nutrition, and weight loss require people to make constant changes to themselves, Lean Cuisine's #WeighThis campaign, among all others, had a competitive edge due to its simplicity and power. Instead of promoting the diet idea, the campaign organizers weighed not the weight in women, but the weight of the accomplishments of which they are proud. Such scales appeared on the wall of a train station in New York City. No one was asked to try the brand's products or interact with them in any way for marketing purposes. The Lean Cuisine logo and special hashtags were placed on the wall. The campaign gained more than 205 million views on different social networks [7].

Zappos vs. Google: the cupcake surprise. When Google launched its photo app, marketers produced a clever

experiential campaign. People were offered cupcakes in exchange for photos taken in the app. It was a good campaign until Zappos made it even better and funnier. Zappos set up mobile vending machines that offered gifts like sunglasses, t-shirts, shoes, and other accessories in exchange for the same cupcakes from Google. So, to get Zappos gifts, people had to take a picture with Google, collect the cupcakes, and get to the Zappos vending machines. This brand interaction played into the hands of both companies, and people were happy with the gifts [7].

Google's corporate social responsibility in the San Francisco Bay Area. Few companies take corporate social responsibility as seriously as Google. So, when the brand decided to donate \$5.5 million to San Francisco nonprofits, it invited the public to decide who gets the money through a well-designed event campaign. Google set up touchscreens in public areas of the Bay Area where people could read about the brand's initiative and vote for one of the charities. Citizens could also cast their vote on social media or use the hashtag #GoogleImpactChallenge. As a result, Google received more than 400 thousand votes, for which the campaign can be considered very successful. Thus, the brand was able not only to fulfill its program on corporate social responsibility but also gave people the opportunity to choose the organization most in need of support [6].

Conclusions

Thus, event marketing is a powerful tool to achieve business goals. This type of marketing helps to build and maintain strong relationships with the target audience, attract new customers and strengthen partnerships. The main thing is to choose the right type of event, to think thoroughly through all the nuances of its organization and promotion and establish key performance indicators to monitor the results. Therefore, the prospects for further research are to determine the economic and social effectiveness of the event-marketing.

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