

THE ADVANTAGES AND PROFITABILITY OF PUBLIC TRANSPORT ADVERTISING

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Advertising has become an inseparable part of our life. Speaking about transport, it is reasonable to think about not only profit from transportation, but from advertising as well. Currently, advertising is a common thing on all types of passenger transport: trolley buses, trams, buses, corporate transport or public minibuses.

The constituent elements of advertising were investigated by J. Bennett, F. Kotler, S. Moriarti, Century Wells [1]. These aspects were discussed by native researches as well: O. S. Bratko [2], T. I. Lukjanets [3], E. V. Romat. The problem is still of value to consider, and according to researches of Capital Communications Group, USA, efficiency of the dynamic advertising five times exceeds the static one.

The most distinguished features of transport advertising are as follows:

the possibility to multiple use of transport advertising

the opportunity to inform larger amount of customers, as any transport vehicle is in constant daily operation.

In Ukraine, transport advertising was firstly used on trolleybuses. The trolleybuses with advertisements on their body appeared in the streets in 1992 and then quickly spread to other public transport vehicles.

It should be noted that in comparison with TV or radio advertising, it is not irritating. At the same time, it provides high passengers' concentration and available for a wider target audience. Also, undoubtedly, advertising on transport is one of the most economical forms for advertisers.

The daily flow of passengers is really substantial. Besides, it is necessary to mention that people use public transport at least twice a day: when they are travelling to work and when they are returning back home. Thus, potential consumers are on board of a transport vehicle for quite a long time. Passengers always try to look at something while they are travelling, and it is more pleasant to look at something colourful and interesting,

CBS Outdoor, one of the world leading outdoor advertising operators, published the results of the survey they conducted. The results are overwhelming. 86% of the people interviewed (London – 91%, regions – 83%) remembered the advertisements they had seen on buses in detail. It is even more interesting that they recollected in their memory not only the content, but their format as well, and even how they were moving when they saw the advertisement.

The majority of passengers (61%) were encouraged to do something

(20% bought a product, 21% started looking for further information about the product advertised, 25% of them told their friends, acquaintances and relatives

about the product, 27 % were made to think about the brand and 14 % started thinking about purchasing the product) [4].

As to the cost of an advertisement placement, only in Kharkiv it accounts for 18,000 hrn for half a year. [5].

An advertisement placement in metro trains is carried out simultaneously in all 315 subway cars. The scheme provides the possibility to cover the whole city. In spite of the fact that one package costs more than 10,000 hrn, with respect to the number of passengers who see it, it is considered to be one of the cheapest forms of advertising.

Therefore, transport advertising is one of the few types of advertising which possesses the properties of mass communication and is one of the most effective advertising means with respect to cost and efficiency. It is affordable to advertisers with different budgets – from well-known brands to local small companies. It is definitely a product with a very high degree of influence on potential customers.

References

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EFFECT OF THERMAL MASS ON BUILDING ENERGY PERFORMANCE

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Buildings consume more than 30% of the primary energy worldwide. In many of these buildings, the energy consumption can be significantly reduced by adopting energy efficiency strategies. One of the modern sustainable and energy-efficient strategies is active use of thermal mass in building design.

Thermal mass is a term in building design that means the ability of a material to absorb and store heat energy. In the buildings with high thermal mass the indoor temperature change is slow. As a result, in summer time maximum inside temperature is reached only during the late hours when the outside air temperature is already low. The heat that flows from the heavy walls inside can be removed with good ventilation in the evening and night. The capability to store energy also helps in winter, since energy can be stored in walls from one sunny winter day to the next cloudy one. Thus, appropriate use of thermal mass in a