

Specific features of communicative advertising of construction goods

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Abstract. The article provides research in the sphere of methods and means for promotion of construction brands. Fundamental factors influencing the reconizability and uniqueness of goods and services of a certain segment in the market of construction companies were identified. The main communication channels of advertising messages were determined. The principles of marketing communications and their influence on a customer's consciousness, as well as modern trends of advertising content were singled out. Target audience was researched by its social and economic status, and the interrelation of a certain category of consumers with marketing communication tricks was studied. The categories of advertisement in the market of construction services were reviewed. The examples of advertising media were made, and a list of references were compiled. The conclusion on the key aspects of research was made at the end of the article.

1. Introduction

In the modern world, construction market holds a huge share in the consumer demand. This market is actively developing and gathering steam day by day. One of the problems in the contemporary construction market regards promotion of products to the consumer market. This is related to a strong competition from foreign manufacturers as well as from the largest domestic manufacturers, and from numerous small enterprises [1]. Practically every enterprise is interested in increasing the share of its products and services in the consumer market. In such conditions, enterprises need not only improve the quality of their goods and services, but also take care about drawing attention of a customer to its brand. This aspect has always been relevant in brand promotion as well as in establishment of a certain image for a construction company and manufacturers of building materials. Let us review some features of communicative advertising in the context of advertising promotion of goods in the construction market.

Advertising communication is a term constantly used by advertising specialists. It means a message coded in a sound, color or text, which is addressed to potential consumers of a product of service, and a respond to such a message. Specific features of advertising communication at some extent are determined by functional designation of advertisement: to have an effect on a customer and solve specific marketing problems. One can say that the specificity of advertising communication is in the impact of an advertisement on a person, in advertising psychology [2]. Advertising is an inextricable part of the outlet market and marketing, therefore, it encourages sales, forms demand and manages this demand. Advertising completes social-and-economic and public-and-political tasks [3].



Advertisement of construction companies is divided into image advertising and sales advertising. Image advertising is quite rare. It has formed historically that sales advertising of all companies is practically the same: a big picture of a construction object (a house, residential complex, elite neighborhood), the name of this object, logo of the company and a standard inscription of the following content: “Apartments for Sales!”, “Minimal Paydown!” or “The Last Apartments Available!” [4]. Objects under construction are divided into standard and elite ones, therefore, construction companies try to elaborate various advertising messages and use different methods to pass them on to the target audience through a psychological impact, by touching the subconscious channels of a customer’s perception [5-6]. For example, when buying a penthouse apartment, people put their dream into reality by adopting a new lifestyle and climbing up the social ladder. So for them, advertisement should reflect the philosophy of elite life while forming an attractive image (Figure 1) [7].



Fig.1. An example of image advertising.

In this regard, it is more often that advertising of elite housing uses specially designed images of wealthy people who are happy with their lives, accompanied by a statement that this purchase “is going to change your life forever!” In order to pass all this information on to people, construction companies use specialized editions, business press, and glossy magazines. For a potential buyer of elite housing, emotional characteristics are more important; therefore, such an advertisement features images of successful people, who are happy with their life in such a cottage or apartment [8,9]. Buyers of economy-class residential housing, first of all, are interested in the cost of a m² and the location of the house. Advertisement of economy-class housing is usually published in newspapers and cheap multi-page editions. Advertising modules of such nature do not require complex image solutions. Usually provided are the telephone number of the construction company’s sales department, its address and the minimal graphic design for an understandable and simple communication (Figure 2).

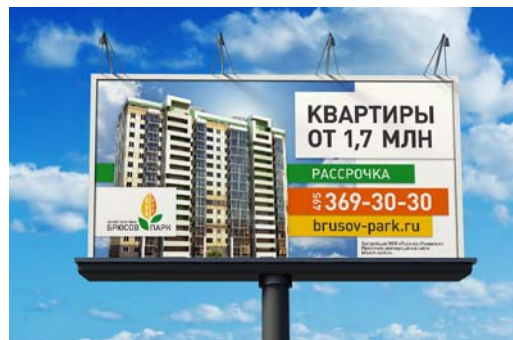


Figure2. An example of sales advertising.

It is often that real estate developers advertise “their product” in a specialized printed issue. For example, in a such graphic printing carrier as advertising pamphlet. This is a well-illustrated brochure-

type edition, dedicated to one construction object or to several similar ones. Its most frequently used format is A4. The last page provides the full name of a company and its details: address, telephones, faxes, email. If the company has branches, their details get specified there as well. Advertising leaflets are popular for economy-class housing advertising. They are unbound sheets of format A4, dedicated to one sales item or to several similar ones. Circulation of leaflets is tens and hundreds of thousands of copies. They get distributed at fairs, exhibitions, presentations or via Direct Mail or through commercial and service agencies. They depict a sign and feature the company's name, its branch companies and their details. A leaflet is intended for a quick distribution of information regarding the sales item, its advantages and characteristics (Figure 3).



Fig.3. An example of a series of leaflets.

Another printed form of a construction object's promotion to the consumer market is an advertising booklet. This is a well-illustrated edition in the form of a long multiply-folded sheet. It gets printed in many copies and is dedicated to one sales item or to a group of similar ones. It gets distributed just like advertising leaflets. The main purpose of a booklet is to show the sales item with the use of photos with minimum of text. Sometimes, texts are reduced to short captions under pictures. Unfolded booklet can be placed on a wall and serve as a poster. It also provides details about companies, just like in an advertising pamphlet (Figure 4) [10].



Figure 4. An example of an advertising booklet.

Such carrier as an advertising poster gets slightly withdrawn into the shadows, although it completely justifies its existence as a corporate, image carrier. This is an unbound advertising edition

of any size, dedicated to one sales item or, rarely, to several similar ones. Its circulation reaches up to hundreds of thousands of copies. It is used to decorate offices, shop windows, or stands. In order to extend its use at a potential client's office, its part gets combined with a calendar [10-14].

Over the recent years, advertising campaigns of real estate developers underwent essential changes. If ten or fifteen years ago the most efficient source of advertising was printed media, nowadays the first place is shared by the Internet and outdoor advertising. According to experts of the real estate market, under contemporary conditions, an essentially larger amount of budget is required to attract clients. In this regard, real estate developers don't allocate the budget over various construction sites anymore; instead of this, they focus on the most efficient carriers, the outdoor advertising and the Internet. Recently, there have been a tendency to increase investment in the Internet advertising. It can be contextual and banner, however, the most effective one is banner advertising uploaded to both specialized portals and to the website with a considerably large audience (Figure 5) [11-16].

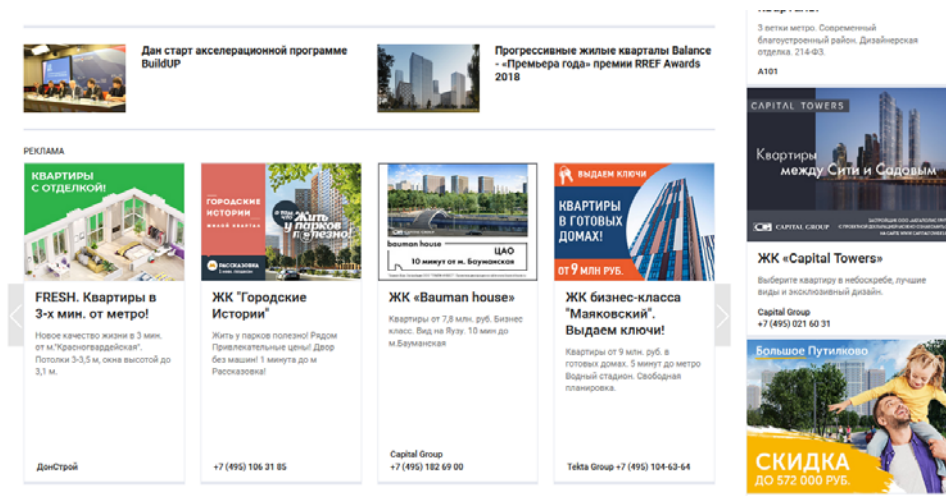


Figure 5. Examples of banner ads in the Internet.

For real estate developers and realtors, real estate advertising in the Internet is one of the most efficient and simple ways to attract clients. The most popular among developers of advertising for newly-built houses are text-and-graphic banners, the so-called “show-windows” which do not require expenses for editing and individual design. In order to launch a construction object's advertisement, it is enough to send a picture of the house and a text of the offer to the portal and get interested clients. Companies frequently use billboards for real estate advertising, and its volume depends on the goals, objectives and seasonality [12-15]. During the seasonal peak, companies load 100% of advertising space and only 30% in the off-season time; at that, the number of advertising spaces varies from 15 to 50. They mainly use large-format carriers sized 5x12m or 5x24m. Traditional billboards sized 3x6m do not excite interest and are normally used just to extend the customer coverage. According to expert opinion, when the market has just started to develop, outdoor advertising had been frequently used in order to promote companies and impose an unchangeable association with the construction company upon clients through presentation of a recognizable logo, abbreviation, slogan and graphic elements of the brand [13-16]. However, one of the most efficient methods of outdoor billboard advertising remains designing of construction sites of both standard and elite objects. Among advantages of such an advertisement is, first of all, the fact that designing of construction site is cheaper for the ordering customer than placement of a standard outdoor advertisement; and second, advertising and the object under construction co-exist as a cohesive whole. When passing by the construction site, potential buyers can see the house under construction and also observe the arrangement at the construction site.

It is much more difficult to design a construction site of an elite object as compared to the standard one, as each house of the premium class requires its own title, history and signature style [16–20].

Television is also used by constructors, though not as actively. What regards advertising on television and radio, experts admit that their use is not always advisable. Real estate developers generally use TV and radio at the start of projects in order to announce the object's construction. However, according to an independent expert opinion, it is more often that large agencies advertise their services rather than objects themselves on TV. There is another number of methods to promote a company and its construction objects, such as PR technologies, viral marketing, various sales promotions and other forms of advertising communication, starting with online and telephone advertising to personal sales and services.

The commonly known truth that advertising is the engine of commerce nowadays has truly become an axiom. It is very difficult to make one's product to be well-selling under conditions of tough competition. Therefore, the communicative role of advertising cannot be underestimated in the modern world. Moreover, advertising has become one of the means of existence for many construction companies and enterprises producing building materials under the complicated conditions of declining demand. An entrepreneur who can correctly organize advertising and arrange communicative content with its potential consumer will gain a huge advantage in the competitive struggle!

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