

COOPERATION



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How to choose an advertisement for B2C market?

B2C (Business to consumers) is a new market for the main part of SUN Studio Art Centers. Some representatives of the network know that commercial broadcast in mass media plays an important role if you want to win customer's hearts. Today almost every SUN Studio Art center has its own website and online advertisements. At the same time not many centers use traditional advertising mediums such as press, radio, television or outdoor advertising. Meanwhile, each of them has big potential for the company promotion. Our brief survey will help you to understand what kind of advertisement is better.

When ad is profitable

Internet has its disadvantages as a channel of marketing communications with customer. First of all, it's connected to its small coverage of audience. It cannot be compared with television by the count of users. The biggest minus for the Internet is a low credibility of users. There you can easily post information that is doubtful or even prejudicial. That's why people are often disrespectful to online advertising in contrast to published ad.



What type of ad should you use when you choose is not the Internet? The initial determination of the type is a difficult task demanding experience and intuition.

The effectiveness of any advertisement consists of three elements: a content, the way of circulation and target audience. You can lose a lot of time and money for designing some good ad but do not receive any income in case if you publish the blurb in the magazine which is not interesting for your customers. It will happen also if the content of your ad is incorrect.

To identify the type of media advertising you need to determine your target audience. You should answer the questions: Are they men or women? How old are they? Where do they work at? What are their hobbies and dreams? How do they speak? What kind of media they prefer? You can't create a high quality ad and choose the best way to deliver it without a such comprehension.



Efficiency index

There are two useful indexes to estimate the effectiveness of any advertisement: Reach, audience coverage, and CPT, cost per thousand contacts. They will help you to compare the different variants of your ad.



Reach - count of people who saw the ad at least one time during the certain period of time or advertising campaign.

For example, your ad was watched by three city-dwellers. The first watched it once, the second twice, the third - three times. In this case the Reach equals one. If total number of city-dwellers is six the Reach equals 50%. The coverage indicates what part of the target audience will watch the ad

or get an opportunity to watch it. The higher is the count of your potential customers, the bigger the Reach is. When the all target audience watched the ad, the Reach will equal 100%.

CPM Cost per Thousand (CPM) is the cost to reach one thousand people or households via a given advertising outlet or medium. (M is the Roman numeral for 1,000.)

$$\text{CPM} = \text{cost} / (\text{target audience} / 1,000)$$

Media planners calculate CPM to estimate the efficiency of a campaign and to compare the costs of various media. But in order to be reasonably accurate, the comparison must involve media that reach roughly the same audience.

For example:

The cost of advertising in the press - 1000 \$

Target audience - 3 000

$$\text{CPM} = 1000\$ / (3000 / 1000) = 333.3\$.$$

The higher is the Rich, the more effective is the ad of SUN Studio. These simple tools will help you to find the best media for your target audience.

How to choose media advertising

Different mass media give you different opportunities. The main advantage of advertising in the press is its relatively low cost. It is rather cheaper than ad on television.



But when a printed publication contains a large number of modular advertising its impact force is low. This minus can be overcome. You can publish several ads in the same magazine or newspaper.

Magazine or newspaper article is considered to be more effective. It is possible to tell in detail about the services of the art center SUN Studio and place colorful photos of products. At the same time, advertising in the magazine, especially high-quality print, will look spectacular on account of the color, and will live longer.

Television advertising is the most effective form of advertising, thanks to its strong emotional impact on a person in a familiar or comfortable home environment. It simultaneously affects vision and hearing consumer, allows the use of special effects to create a sense of presence, to involve the viewer in the events taking place on the screen.



In the television ad you can not only show the products SUN Studio, but also options for its use in different interiors, and demonstrate the feeling that the buyer will receive. The joy on the face of the hostess, who bought the glass kitchen panel with beautiful floral designs. Dreamy

look the boss in his office contemplating the decorative panels with sea view. Whatever you like.

Besides the obvious benefits, advertising on television has obvious drawbacks that representatives of SUN Studio need to know them. Preferably use the TV (especially federal channels) when you advertise a «global commodity», a product of mass consumption. In this case you try to convey the advertising message to the widest possible audience.

If it is a product, the application of which and the number of customers are limited, it is advisable to use less TV. Still, interior printing services - it's not chocolate Bounty and cars Toyota. TV advertising is certainly expensive, if not properly defining the target audience, it can result in high costs and give little effect.

The technical capabilities of the radio worse than the TV. Radio, however, has its advantages. Experience shows that if in your ad on the radio sounds music from the



television advertising, most of the listeners, completes the story of her TV-version. Given this feature, media planners have come to the conclusion that if 7-10% budget for TV advertising reallocated to radio advertising, the effectiveness of the advertising campaign will increase by about 50%. However, in the case of SUN Studio appeal to this type of advertising can be justified. The main value of

products SUN Studio in its visuality, but radio doesn't allow to demonstrate this.

The effectiveness of outdoor advertising depends on three factors - the level design, the use of high-quality technology, as well as the legislative framework defining the standards of its placement.



The disadvantage is the high concentration of outdoor advertising, which dissipates the attention of consumers and reduces the effort to zero. Another limitation is due to the fact that with the help of outdoor advertising is difficult to convey detailed information about the many benefits of SUN Studio. However, contact with advertisements in the underground can be long enough to allow the transfer more information.

Experience of SUN Studio

The most common way of advertising that use the SUN Studio in different cities is online advertising. Usually it is addressed to legal persons. Wishing to interest the customers, some art centers are trying to advertise on TV, make the first conclusions about the effectiveness of this advertising platform. For example, the SUN Studio Novosibirsk last summer launched its first commercial.

“Channels NTV and TNT was showing our video for two weeks. I must say that television advertising has a cumulative effect and, of course, such a term is very small, but the results we felt at once”, explains Alena Postnikova, the owner of the studio.



According to Alena, new customers attracted by TV ads quickly appeared in the art center. Good effect followed after the placement of advertising on TV Site Sun Studio Novosibirsk.

“Also in July, we launched a contextual advertising our website in two main areas - kitchen panels made of glass and murals. At little financial cost it enhanced the traffic of our site twice. I hope that our experiments with advertising will turn into a good financial result”, says Alena.

Representatives of SUN Studio Tver also highly appreciate his experience out on television screens. They demonstrated their murals and kitchen panels on TV. Video aired on the federal channel, but was included in the regional ad unit.

According to representatives of SUN Studio Tver, no advertising can not compare to the television ad, especially if it has a federal scale. However, in this case, it has a significant disadvantage - a promotional product is very expensive. The high costs of federal advertising will not comparable with the sum of money that new customers will pay.



Large coverage of audience significantly increases the price of the video due to the high prices of airtime and quality requirements for the ad. Less expensive and pretentious advertising on local television channels or regional blocs federal TV is more profitable.

As a conclusion

Today, more and more companies are included in the race winning new markets, looking for new ways to promote. Meanwhile, traditional advertising in the press, on radio and TV are still popular among wishing to enter the B2C market. Each of the channels of promotion has its advantages and disadvantages - the choice is yours. Our company is always ready to help art centers SUN Studio in the creation of advertising messages and selecting the type of advertising media. We hope that this article will help you in your difficult but interesting business!

Printing on glass



Night in the city.

Stylish picture with shining lights of the night city for the kitchen splashback. Work by SUN Studio Novosibirsk (Evgeny Davydov).



Tenderness.

Rose as a symbol of love and dearness on a glass kitchen panel. Work by SUN Studio Novosibirsk (Evgeny Davydov).

Printing on glass



Hot sun.
Bright stylish print on the glass made by SUN Studio Dubai.



Marine tunes.
Stained-glass window imitation in a nautical theme, the volume printing. Printed by SUN Studio Dubai.

Printing on glass



Fabulous glass.

Three-dimensional color and black-and-white images on glass tiles. The order of SUN Studio Dubai.



Golden tropics.

Palm trees on the kitchen glass panel. Printed by SUN Studio Mias.

Printing on glass



Big Ben.
The legendary Tower of London in a gloomy landscape. Work by SUN Studio Kemerovo.



Holy of holies.
Icon made on glass from SUN Studio Kemerovo.



Mysteries of time.
Glass kitchen panel with three-dimensional image clock dial. Made by SUN Studio Chita.

Printing on glass



Paradise.

The unusual finish bathroom. Heavenly views of the glass. Work by SUN Studio Komsomolsk-on-Amur.



The temptation.

Interior reception area to store underwear. The order of SUN Studio Nalchik.

Printing on mirror



English classics.
Clearness of lines and shapes. The order of SUN Studio Novokuznetsk.



Magic sunset.
Printing without the use of white color on glass.
Work SUN Studio Kemerovo.



Flower color.
Delicate floral ornament on the mirror in the style of Provence from SUN Studio Nalchik.

Printing on MDF, chipboard, wood



Ah, those poppies!

Stylish floral print on the front of the kitchen set will impress even the most demanding mistress. Work by SUN Studio Rudny.



Night urbanism.

Shining lights of the town on the cabinet door coupe. Printed by SUN Studio Rudny.



The endless fall.

The legendary Leaning Tower of Pisa in gold tones. Printing on chipboard. The Order by SUN Studio Nalchik.

Printing on MDF, chipboard, wood



Fairyland.

Animal prints are great for children's furniture. Funny friends from Africa will amuse any child. Work by SUN Studio Kirov (Art Info).



Yellow mood.

Printed by SUN Studio Miass.

Printing on plastic



Lion's face.

The king of the beasts comfortable lies on the lid of the laptop, three-dimensional image of a lion applied on the plastic. The order of SUN Studio Ekaterinburg.

Printing on plexyglass and acrylic



Business people.
Stylish print on acrylic. Made by SUN Studio Komsomolsk-on-Amur.



Taming the fire.
Imitation of an oven on acrylic. Printed by SUN Studio Rudny.



High note.
Printing on acrylic made by SUN Studio Khabarovsk.

Printing on wallpaper and murals



Summer time.

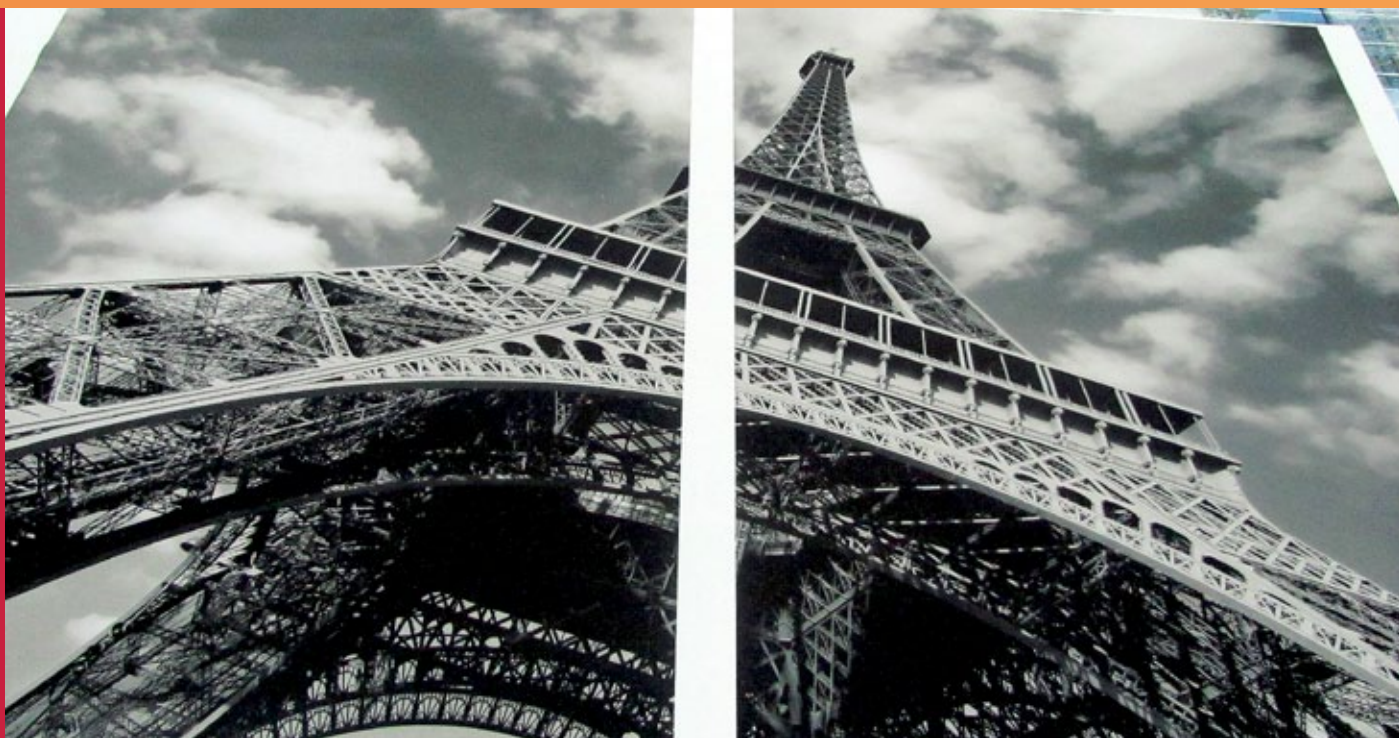
The boundless field of flowers and bottomless Summer sky. The image was supplied on wallpaper. Work by SUN Studio Komsomolsk-on-Amur.



My Venice.

Gorgeous Italian landscape on the decorative panels made by SUN Studio Novokuznetsk (special order).

Printing on wallpaper and murals



The symbol of France.

Amazing Eiffel Tower, the embodiment of the spirit of France, her pride and strength, in black and white. The order of SUN Studio Nalchik.



Proud beauty.

Wallpaper with the image of beautiful roses, flowers wearing the royal title. Perfect for a girl's room. Work by SUN Studio Nalchik.

Printing on wallpaper and murals



Italian weekdays.

Quiet Italian landscape with majestic architecture. The image was supplied on canvas from faber glass. Work by SUN Studio Rudny.



Sunset Westminster.

Legendary British palace in the twilight colors. SUN Studio capabilities allow you to create world-class attractions images with photographic accuracy. The order of SUN Studio Rudny.

Printing on wallpaper and murals



The winged serpent.

Mythical creature of extraordinary beauty on the wallpaper. Work by SUN Studio Khabarovsk.

Printing on metal



Dolphins.

A magical image of the smartest mammals in the world on an ordinary aluminum radiator. Dolphins are like floating towards us. Work by SUN Studio Rudny.

Printing on metal



Frozen music.
The great monument on the radiator heating system. Work by SUN Studio Astrahan.



Autumn forest.
The image on the metal door. The order of SUN Studio Astrahan.

Printing on ceramic tile



Wave and stone.

Magical emerald sea licks coastal boulders. The owner of the bathroom with a such decor is a lucky man! The order of SUN Studio Aktobe (Kazakhstan).



Sea collection.

Tile with a three-dimensional image of shells. Work by SUN Studio Dubai.

Printing on blinds and roll-ups



Big city.
Summer, sun, urban landscape. Work by SUN Studio Tomsk.

Floral emphasis.
Work by SUN Studio Miass.



Birds of the emperor.
World's most beautiful birds on the blinds. The order of SUN Studio Nalchik.



Our all.
The process of oil production can be a real work of art. Printed by SUN Studio Tomsk.

Printing on the floor



Green depth.

Printing with an extraordinarily realistic effect of depth on the bathroom floor. Work by SUN Studio Irkutsk.



Underwater Kingdom.

The order of SUN Studio Rudny.

Printing on film



Simple rules.

Stand for children where will be useful information about how to behave on the road. Work by SUN Studio Kamensk-Uralsky.



Welcome!

Signboard for kindergarten made by SUN Studio Kamensk-Uralsky.

Printing on canvas



A little hot.

Peppers on the canvas. Printed by SUN Studio Kemerovo.



Raged elements.

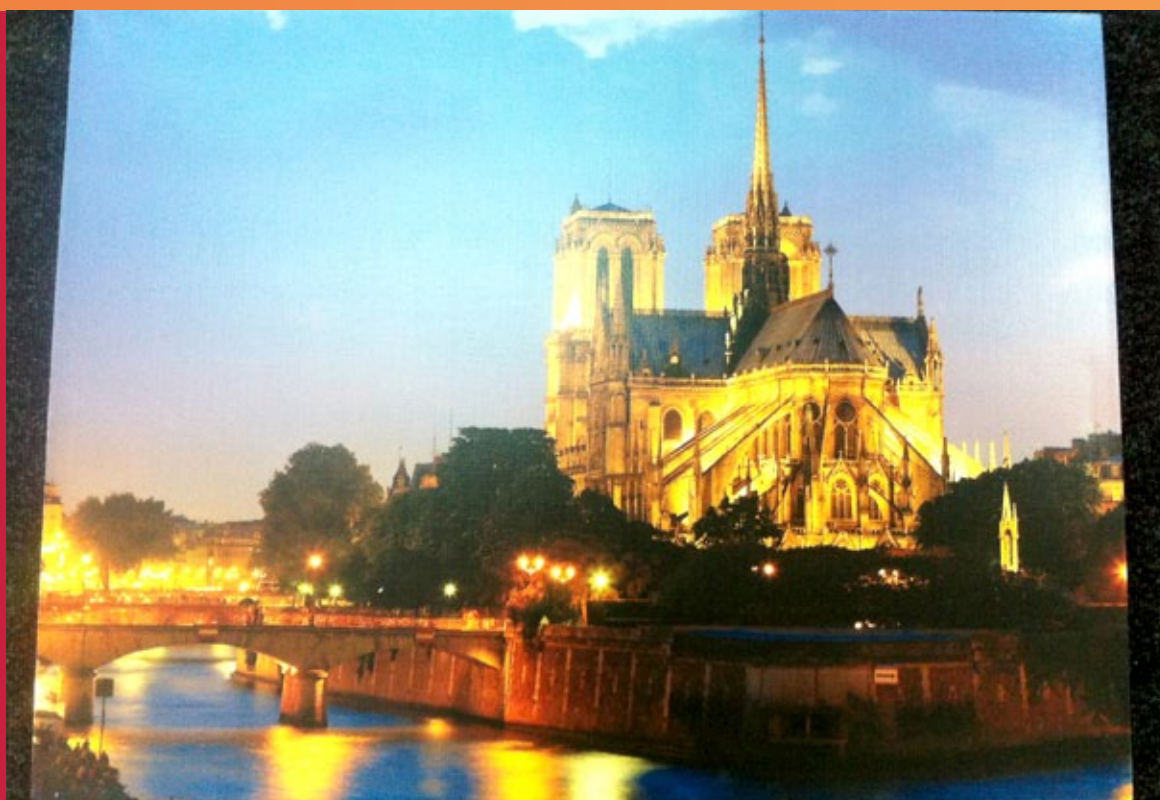
The image with imitation the work of the great painter Aivazovsky. It's hard to guess if this is the original or copy. The order of SUN Studio Nalchik.

Printing on canvas



The ancient city.

Painting on canvas made by SUN Studio Moscow (Printing solution)



The evening lights.

Work by SUN Studio Moscow (Printing solution).

Printing on canvas



Lovers.

Black-and-white image of a pair of honeymooners. Triptych.
Work by SUN Studio Chita.

Printing on PVC



Drink me.

Such a refreshing glass of mojito is a great advertisement for any bar. Work is performed by SUN Studio Kirov (Art Info).

Printing on foam board



Everything at once.

Useful information on the stands. Work by SUN Studio Novosibirsk (Alena Postnikova).

Printing on the ceiling



Tropical sky.

Taking a look at a ceiling, easily get out of the office on a deserted tropical island under the crown of marvelous palm trees. Work by SUN Studio Rudny.

Printing on mesh banner



Fragments of the celebration of Victory in Great Patriotic War on the mesh banner. Made by SUN Studio Novosibirsk (Alena Postnikova).

Printing on fabric



МОНГОЛЬСКИЙ МОТИВ.

Mongolian tune. SUN Studio capabilities allow to apply any color images even on glossy fabric. Work by SUN Studio Mongolia (Addes Graf)

Dear colleagues!

IQDEMY company sincerely hopes that this number was pleasant and useful for you. We invite you to a professional conversation to a productive exchange of ideas and experiences in the pages of Commonwealth.

I draw your attention that this month I, Oxana Mishenina, am a PR-manager of the company. I hope that we will reach new heights and success! I'd love to hear your suggestions for topics magazine or questions you would like to discuss:



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