

INTERACTIVE ADVERTISING MODEL IN SHOW BUSINESS

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The article examines trends in PR-tricks of enterprises in show business, analyses reserves of increasing ratings of film companies and methods of attracting new audiences through social networking and interactive advertising methods. There is observed a tendency of a growing number of viewers and users who abandon the traditional type of show in favour of the avant-garde, as well as formation of advantage in favour of certain competing publishers. In order to make a PR-campaign more successful, a model of interactive advertising was developed that describes the relationship of existing components and complements them: situation analysis, complex of studies of this relationship to the studio, development of a program to promote a film and studio in the Internet environment, media, interactive methods of engaging in cinemas, personal agitations methods. Using this model contributes to the improvement of measures for

the formation of target audience. An effective advertising campaign – is the result of effective PR-campaign. Objectives of advertising campaign in fact coincide with the objectives of PR-campaign: create a contact with the target audience; make a memorable image; strengthen love of it; tune to the hidden desires of the target audience. There is a need in a tendency of maximum interaction with the user during the familiarization with the film, during the advertising campaign, as well as during direct viewing of the movie. The following can promote maximum interaction: consideration of national, public and social characteristics of different population groups; ability to interact with the physical advertising media – change of static (classical) format of movie to a more dynamic, which allows physically taking part in the action. These factors will help return an interest of viewers to the cinemas and film industry to maximize profits.