

SOCIAL ADVERTISING AS A TOOL OF SOCIAL MARKETING AND A WAY TO FORM A POSITIVE BRAND IMAGE

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Abstract: The relevance of the study of social advertising as one of the streams of mass media focused on the humanization of public relations, which some authors even call the "information branch of social work", increases as the reforms taking place in many countries increase their social content. The fact is that the stabilization of political life, an increase in the efficiency of the economy, and successful administrative and legal reforms are accompanied, unfortunately, by crisis phenomena in the social sphere, including the following: a deterioration in the demographic situation, a fall in moral and ethical values, and excessive stratification in property, incomes, access to healthcare services, etc.. In these conditions, social advertising becomes the most important factor in optimizing the process of social development in the public mind. At the same time, social advertising, designed to generate the creation and dissemination of socially significant values, acts as an essential element of information support for a civil society that is developing with great difficulties, at the same time bringing practical benefits to companies which are practicing social advertising in the framework of social PR and CSR programs.

Keywords: Brand, CSR, Social advertising, Social PR, Sustainable development.

1 Introduction

Social advertising in modern society is becoming increasingly more widespread and even by analogy with PR (public relations,) received its abbreviation SR (social relations). In the most general view, social advertising is a type of communication focused on drawing attention to the most pressing problems of society and its moral values [7]. The purpose of social advertising is the humanization of society, the formation of moral values, and the mission of social advertising is to change behavioral models in society.

Today, thanks to social advertising initiated by the "third sector", the attention of Western society is focused on such problems as racial and gender discrimination, sex crimes, domestic violence, AIDS, drug addiction, environmental imbalance, growing social inequality, etc. Social advertising encourages people to donate their personal savings to various mutual funds, give up overconsumption in favor of energy conservation, participate in the recycling of industrial waste, adjust their thinking and behavior in accordance with the ideas of a safe and harmonious communities functioning. Thus, along with socially responsible journalism, social advertising performs an important function of fostering civic engagement in society and redistributing public goods from the sphere of prestigious consumption to the sphere of mutual support of each other by individuals.

Today society is more and more actively assimilating the ideas of a healthy lifestyle, physical and moral improvement of the individual. The style of life that corresponds to the motto "to work in order to live, not to live in order to work" is gaining more and more popularity. At the same time, interest in the problems of preserving the environment is growing. In this regard, when buying goods or purchasing services, consumers are increasingly giving preference to brands that are somehow associated with certain ideals that contribute to the establishment or change for the better of traditional lifestyles. Manufacturers today are increasingly seeking to work with those partners who declare their commitment to the ideas of environmental or social responsibility. As a result, marketing communications focused on maintaining and promoting brands are increasingly being

introduced into the social environment and, accordingly, more actively influencing it, while acquiring additional value. To form a positive brand image and a loyal attitude of target consumers to it, the means, tools and approaches of social marketing are actively used, which is part of the global strategy of modern branding.

Unlike commercial marketing, when developing and implementing marketing strategies entirely focused on making a profit, social marketing is a new concept of social responsibility of all members of society, and it is aimed at changing the behavior of the target audience for the better in order to advance along the path of harmonizing society and achieving its sustainable development.

Social advertising can be considered an integral part of social marketing, since advertising is only one of the marketing communications tools used to achieve the desired result in social marketing [10].

Today, social advertising acts, on the one hand, as a means of spreading spiritual and social values desirable for society, on the other hand, as a factor, if not of the formation, then of the promotion of values in the social environment that contribute both to the development of an individual and the improvement of society as a whole, and also - explaining to potential consumers what behavior, what way of life are undesirable [1]. Genuine social advertising often has a targeted social marketing basis and is often tied to specific social programs. It is one of the main ways to explain the meaning of a social marketing program, creating the critical prerequisites for its successful implementation.

For example, IKEA supports reforestation programs. The company cooperates with WWF and plans to produce wooden furniture from trees grown under its own management in the long term. Moreover, working with UNICEF and Save the Children, the company fights for the rights of minors. For example, if IKEA representatives find out that a supplier uses minors' labor, they ask this manufacturer to fix the problem. If the supplier continues to use child labor, then the company breaks off all business relations with him. This practice of working with suppliers is gaining increasing popularity across the world, in frames of new phenomenon of "greening" of business, namely "green supply chains" and "green logistics".

In 2016, Unilever launched its Bright Future social media campaign, featuring Dove, Domestos, and Persil. According to company representatives, Dove is helping 19 million teens overcome self-doubt, Domestos has installed free toilets in economically weak countries, and Persil is helping millions of children to get an education by providing them with free office supplies [5]

From the general ideology of the branding of one of the leading manufacturers of sportswear and footwear Nike, it follows that the company does not sell sport cloth and shoes, but creates a healthy environment in which one wants to be involved. The brand declares: "If you have a body, you are an athlete!", thus contributing to popularization of amateur sports and healthy lifestyle.

According to the survey results, speaking about the role of the brand in people's lives, 87% of the respondents believe that brands should defend the ideas and values in which they believe; 73% would rather give preference to a brand that has a clear positioning and reflects the willingness of its owners to solve certain problems of society [2, 3].

The subject of this research is the current state and development trends of social advertising, conditioned by the internal logic of this phenomenon, the peculiarities of its functioning and the nature of interaction with other types of mass communication.

"Promotion of social values and ideals", "coverage of socially significant issues", "information of social orientation", "information of social purpose", "social advertising" are terms that are repeatedly used by the media, officials, businessmen, advertising agents. What are we talking about? This includes equally the fight against bad habits (drug addiction, alcoholism, smoking), and drawing the attention of the population to important issues of the existence of the state and its projects, and information on the location and coordinates of special services of the state (fire supervision, rescue services, law enforcement agencies), and the need to solve environmental problems, etc. Of course, these phenomena of public life are not equivalent, but they are interdependent and are the subject of social advertising in many respects [6].

In recent years, interest in social advertising has constantly been growing. This is facilitated by the activities of state structures, which is confirmed by a significant number of competitions and tenders for the placement of advertising products of social orientation. In addition, the lion's share in this segment is occupied by political advertising, which very often merges with social information.

2 Literature Review

In many countries, the trend for social advertising appeared a long time ago, and now it is becoming more and more in demand. The qualification "manager of social technologies" or "director of social projects", for example, among young people in Germany, is one of the priority places in choosing a profession. Obviously, a similar trend will soon manifest itself in Ukraine. However, the issue of identifying social advertising from the point of view of its institutional status and content, which is necessary to distinguish it from other types of advertising clearly, still remains controversial [14].

The impetus for the development of social advertising was the economic crisis. As a result, the advertising activities of many companies were suspended, advertising spaces were empty, and the state invited them to fill the formed "niches" with social advertising without suffering losses and benefiting the country [5].

There are three main players in the social advertising market: the state, non-profit organizations, and businesses.

The state is the main participant, and it is expected from its rational regulation of activities in this market, implementation of programs for the development of social advertising. Two types of advertising are distinguished here: state advertising (State Emergency Service of Ukraine, "Because we are the first to come to the rescue", traffic police "Safety on the roads", etc.) and social [17]. Despite the fact that state advertising expresses the interests of the state and reflects the moral and ethical values of the people, it has its own characteristics and differences from social advertising. These differences primarily consist of the fact that social advertising aims to achieve socially significant goals, while state advertising is focused on promoting state services. Its goal is to increase the efficiency of the state's performance of its functions and improve the state's image as a provider of various kinds of state services, service products, and others [4] (however, it is interesting to note that, as mentioned above, in accordance with legislation, both of these types of advertising are combined in the general concept of social advertising). The second type (i.e., social advertising in the narrow sense of the word) includes examples of social advertising such as: "We will succeed," "Call your parents," "This is my city," etc.

Social advertising enriches society spiritually, awakens the best qualities in people. In one of the social advertisements, the call "Call your parents!" Sounds can be perceived in every family and every child in its way, but only a real adult person realizes his responsibility for the future of fathers and mothers. In this case, the possibilities of social advertising are invaluable, and the state actively uses this.

Society wants to know who cares about it and what programs are being created for it. The state constantly draws the attention of citizens to the measures taken so as not to create the appearance of indifference to social problems [21]. With the help of social advertising, the state creates an image of a social problem and an image of state participation in this area. It is an effective tool of social policy and contributes to obtaining important practical results for society that can help the population in solving pressing social problems that the state is unable to solve with the help of administrative and legal methods.

Non-profit and public organizations are one of the main and regular customers of social advertising, which for such organizations is a tool for the implementation of their activities related to the achievement of social, charitable, cultural, educational, and scientific goals. It is distributed to protect citizens' health, develop physical culture and sports, and meet the spiritual and other non-material needs of citizens. Social advertising of non-profit organizations aims to raise funds for donations to the poor, build temples, buy food and clothing for the poor, etc. The advertising of non-profit organizations occupies the central part of social advertising placed in the mass media. The last participant in this market, which is increasingly aware of its need for this activity, is business [9].

For an entrepreneur, social advertising is a tool for creating an image of a socially responsible business. No one can force an entrepreneur to lead a socially responsible business [16]; only an internal ethical principle based on moral and ethical values accepted in society calls for this [3]. Some commercial companies create public and non-profit organizations of the same name, discovering great opportunities for filling advertising space with social advertising similar in sound to the names of well-known commercial brands and brands. Here, the reason for the creation of socially-oriented advertising is the public activity of a commercial enterprise.

Laws, decrees, and normative legal acts have been adopted to regulate business activities in a modern state. But besides them, there are unspoken, not fixed rules. One of them is the appeal to corporate social responsibility (CSR) of business. The very concept of CSR implies the responsibility of business entities for compliance with norms and rules, implicitly defined or undefined by legislation (in the field of ethics, ecology, mercy, philanthropy, compassion, etc.) affecting the quality of life of individual social groups and society as a whole [5].

One of the ways to achieve such goals is the active participation of companies in the creation and distribution of social advertising. At first glance, there is a discrepancy with the basic principle of the business, which is aimed at systematically obtaining maximum profit [20]. However, this contradiction is only apparent since the company, although it does not have the right to mention its product, has the opportunity to focus on sponsorship in this program, and even this insignificant mention has a greater effect on it than the use of bright billboards.

Despite the positive experience of companies in using social advertising, there are other motives for using CSR. For example, some corporations start CSR programs for the commercial benefits that they will gain by enhancing their reputation in the eyes of the public or government [5].

Therefore, entrepreneurs conducting various social events or promoting social advertising should always have feedback from the audience to which it is directed. This should be done because social advertising is perceived by the population as a disinterested action and not as

a tool with which you can mislead, change society's attention, and create a positive attitude of citizens towards someone's selfish interests.

The social responsibility of business is, first of all, the impact on society. This responsibility manifests itself not only in the implementation of charitable programs, special social programs, etc., but also in producing safe quality goods, setting affordable

prices, providing truthful information about their products, and contributing to the improvement of the social climate in their organization, and then in the state.

In the United States, social advertising appeared in 1906 to protect Niagara Falls from energy companies. In some CIS countries, social advertising began to acquire modern features only in 1994 [2].

In general, the history of social advertising can be divided into two periods: Soviet and modern. In Soviet times, social advertising was almost completely monopolized by the state and was reduced to one political type. The advertisements used colorful posters with slogans glorifying communist ideals. The main problems of concern to the state were:

- The themes of war;
- The fight against dissent;
- Helping the hungry and the sick;
- Calling for a healthy lifestyle;
- Promoting the ideas of communism [8].

To achieve political goals, indirect methods of social advertising were also used. Sometimes PSAs have been used in songs or movies. The famous song "Let there always be sunshine!" can be classified as a type of social advertising. Advertising of the Soviet period was not very diverse and, to a large extent politicized, however, according to experts of that time, of high quality. For example, in 1925, at the art and industrial exhibition in Paris, a cycle of posters of Soviet advertising was awarded a silver medal [8].

Today's PSA is more diverse, both creatively and technically. It is less politicized, but often it reflects the selfish views of various public organizations and groups. The main topics reflected in social advertising are promoting a healthy lifestyle, the fight against AIDS and drug addiction, environmental issues, environmental protection, and patriotic education of young people. The main problem of forming a stable and effective social advertising market is the disunity of the main participants, the lack of solid contacts between manufacturers and experts, customers, and the media, a tool for diagnosing and correcting social problems of society [12].

Social advertising is not a tool for changing society, changing behavior patterns, a method of combating immorality and moral irresponsibility [21], but it can be a way of cultural and moral enrichment of the population, forming public opinion.

3 Materials and Methods

The methodological foundation of the presented research is based on the general scientific principles of objectivity and consistency. Observation with the subsequent application of system analysis to the collected empirical material was chosen as a key research method. In the process of applying the systemic method, much attention was paid to the semiotic aspect of text analysis, i.e., the texts were considered as a sign integrity, including verbal and non-verbal components interacting with each other, collectively affecting the mass consciousness and giving a certain result, due to both the features of the texts themselves and the socio-psychological characteristics of the recipient. The transition from the observation of particular facts to the establishment of general laws, necessary to achieve the goal of the study, led to the use of the induction method in the work.

The empirical basis of the article is formed by the companies' best practices in social advertising/PR, texts of social advertising distributed through various channels, as well as other texts of the mass media, which include some important characteristics of social advertising, and, therefore, are considered by us as an illustration of the convergent processes occurring in the system of mass communication.

4 Results and Discussion

The date of birth of social advertising is considered 1906, when the public organization "American Citizens Association" created the first advertisement of this kind, calling for the protection of Niagara Falls from the harm caused by energy companies [4]. As a pure form of the genre, social advertising began to function after World War II. Undoubtedly, social advertising was used before in other wars, when it was necessary to call citizens into military service or to call people to work and help the front. One of the most famous examples of PSA was a wartime American PSA, where a poster depicts Uncle Sam asking, "Have you enlisted in the military?"

Over the past decades, social advertising has evolved, and now it covers various areas, including those related to sustainable development (SD) and appropriate 17 UN goals (SDGs). NGOs, business, and the state are interested in creating social advertising.

Such social and environmental investments are brought into being and are not supported only by humanistic sentiments: from no matter what high motives created this or that phenomenon, as soon as it becomes wide in demand, it immediately acquires features of a profit-making instrument; after all, increasing the loyalty of potential customers significantly stimulates profit growth. In this, an important role is played by the social advertising that focuses the attention of the target audience on pressing issues. Of course, it, unlike commercial advertising, does not bring significant income, but can be considered as "investment for the future". However, social advertising is popularizing public ideas, positively affects the state of society and is designed to bring to the minds of people the most important facts and information about existing in society problems. As practice shows, people are more willing to cooperate with those companies that perform socially useful tasks.

Considering social prevention as a conscious and socially organized activity, one can implement it through social advertising and PR. With the help of advertising and PR, it is possible to inform, explain, urge, form new behavioral attitudes in smoking cessation, conduct anti-alcohol propaganda and promote a healthy lifestyle, create a positive image of social services and implement many other ideas that have a certain social value [17].

Social advertising, broadcasting universal and national values in society, expands and forms the cultural basis of society, social capital, which then begins to influence economic development. Social advertising today is an effective tool for influencing the mentality of people, capable, along with ideology, morality, religion and modern myth-making, to perform axiological and humanistic functions, to form the humanistic attitudes of mass consciousness required by a democratic society. Trust and tolerance are such social virtues that must be brought up in a person before others, in order for him to become truly human, and the community of such people - humane.

Functions of social advertising include integration of society; prevention of deviant behavior; overcoming various symptoms of social pathology; medical and social prevention; informing about socially significant events; educational goals; adaptive goals; security and protection [22].

At the same time, social advertising brings practical economic benefits to companies that practice it, testifying to the high level of CSR in the company. In developed countries, many companies have long made social responsibility a part of their marketing plans. Research shows that this has a positive effect on brand loyalty and improves financial performance. The point is that consumers are ready to "vote loyalty" for those companies that pay attention to social projects [8].

In order for the organization to develop a positive image as a socially responsible, company needs to develop and build clearly a well-thought-out, regularly implemented strategy. It must

represent a collaboration of effective PR technologies combined with control over the quality of products, services rendered and over cultural component of advertising of this organization.

These aspects must be taken into account by management in order to play an effective social role by introducing CSR into customer acquisition strategies to increase satisfaction and loyalty of consumers, as well as company's competitiveness.

Many researchers argue that among the main motives for introducing CSR into strategies, there is the ability to distinguish a business from its competitors [1, 11] and increase profits [2].

Earlier, Freeman [13] argued, in the context of stakeholder theory, that CSR can improve brand image in the face of customers, employees, and other stakeholders. Of course, such activities can ultimately affect customer satisfaction. By analogy, Coldwell [14] argued that effective corporate social projects lead to improved corporate image and, ultimately, improve overall efficiency. However, most of the empirical evidence for this is circumstantial. Therefore, a model is needed to – customer satisfaction – brand image.

The main goal of CSR is the possible benefits that firms can receive from social responsibility towards their stakeholders [7, 12]. Among various stakeholders, clients need additional attention, since CSR projects have a significant impact on clients, their decision-making and their satisfaction, and the tool for informing clients about the company's CSR is precisely social advertising.

Brands hold the market not only with quality, but also with their social responsibility, loyalty and empathy. Fortune 500 members spend \$20 billion a year on corporate social responsibility projecting philanthropy on vulnerable communities [19]. Social advertising is one of the CSR tools.

Of course, brand makers cannot be socially irresponsible when working on brand positioning. In this case, we are talking about the inadmissibility of using samples of immoral behavior when positioning brands in the process of appropriate advertising influences on consumers, which is sometimes the disadvantage of advertising creators' activity in pursuit of memorable stories.

Therefore, CSR is often used as a marketing tool, where the main task is to attract consumers who want to make the world a better place or help those in need. At the same time, it is important that such initiatives be organically integrated into the company's activities, and not exist "separately" from its principles, mission, and ideas [14, 22].

So, the Starbucks coffee chain on September 7, 2016 released the reality show *Upstanders*, dedicated to the stories of ten people from different socially vulnerable groups struggling with their problems. Starbucks believes the company is using the transformations to help these people's dreams come true. However, in this case, Starbucks is more likely to act as a media, rather than a direct participant in positive transformations [6].

CSR and social advertising policy also takes into account the fact that companies should have their own position on many socially significant issues. Meanwhile, if earlier the business preferred to remain 'silent' and observed neutrality, today it is time to speak openly about everything that affects our life. According to a study conducted by Cone Communications, 87% of respondents said they would buy a company's product if it advocates a problem that worries them [5, 6].

In 2014, research company Nielsen surveyed more than 30,000 consumers in 60 countries. 55% of respondents said they are ready to pay more for goods and services of those companies that are engaged in social and environmental projects. Research has shown that companies that have integrated social responsibility into their business model can expect to increase sales through such initiatives [12].

According to an analysis by Edelman, in 2020, 71% of shoppers were willing to abandon a brand that doesn't care about social benefits and is only focused on profit. Moreover, more than 37% of buyers in the same year used the service for the first time or bought a product from brands that showed empathy during the pandemic [15].

Over time, increasingly more companies began to follow the principles of sustainable development. One can still find those who have been bypassed by the trend, but this is rather an exception to the rule. Based on surveys, only 2% of companies do not prioritize sustainability. For the overwhelming majority of participants, the choice in favor of responsible business is obvious: 64% consider sustainable development issues a priority and refer to the strategic direction of the company. According to representatives of organizations, these tasks are included in the top three key areas of their work [11, 18].

99% of CEOs of the world's largest companies noted that sustainable development issues are important for the future business success, and recognized them as an integral part of their corporate strategy [20]. At the same time, the explosive growth of public involvement in solving social and environmental problems has not left an opportunity to remain on the sidelines, which determines the urgent need for companies to practice social advertising on a large scale.

Sources of social advertising texts can be conditionally divided into several groups: 1) traditional print media; 2) advertising printing products; 3) federal television channels; 4) federal radio stations; 5) external media; 6) the official websites of NGOs; 7) Internet resources, the creation of which was timed to the implementation of specific social programs and campaigns; 8) official websites of business organizations that initiated and supported social projects; 9) news and analytical Internet resources, mainly specializing in advertising and PR; 20) Internet resources dedicated to social advertising; 11) official sites of social advertising festivals.

Since its inception, a shocking public service advertisement in France has reduced the number of road deaths by 40%. In 2001, 8 thousand people died on the roads in France. This was deemed a national disaster, and Interior Minister Nicolas Sarkozy ordered the launch of a shocking public service announcement on television. For five years, the number of deaths has decreased to 4 thousand 709 people [21]. This example clearly demonstrates the potential effectiveness of social advertising.

The emotional component of brand perception is an important factor in choosing a particular product, and its image is very important as a factor of social communication. People, correlating the brand with their life priorities and values, get a sense of belonging to the life of other representatives of society through non-verbal communication with them of a symbolic nature, which forms a sense of belonging to a certain group of the population and possessing a corresponding social status.

It should be noted that the cooperation of stakeholders in the field of social advertising is very important. For example, the American Federation of Advertising annually organizes advertising competitions in which the best works in social advertising are presented in the category "Public Service". In general, America treats social advertising as a kind of social "medicine", a tool for the prevention of social ills [18]. This is and should be the high mission of social advertising, and at the current pace of evolution and development of society, it is becoming a larger-scale type of communication, which can be conventionally called social PR.

Along with the already traditional social advertising proper, today it is the social component of commercial advertising that is gaining momentum. This is undoubtedly a new phenomenon in modern society and the commercial activity developing within its framework, which awaits further study and has a huge potential for shaping the situation in society.

Most advertising researchers advocate in favor of targeting an advertising message solely to positive emotions. "Any advertisement should evoke only positive emotions. They help a person to remember and reproduce the information received correctly and for a long time. Negative emotions, on the contrary, contribute to the distortion of the information received" [17].

However, there is a point of view according to which even negative advertising can achieve the goal of bringing a person to the desired action. "Advertising can outrage, irritate, annoy, but most importantly, it should not leave a person indifferent. Everyone scolds advertising for impertinence, inappropriateness, immorality, etc., but no one denies its effectiveness in that the appeal to negative emotions in advertising is also expedient from the point of view of efficiency. For example, appeal to fear or guilt. But advertising in the same message should provide ways to get rid of negative emotions by performing some actions" [16].

There are certain barriers to the development of social advertising. One of them is the corruption of this type of activity. About 60% of the social advertising budget is made up of state money allocated to companies on a competitive basis; accordingly, many officials strive to get profitable orders for themselves. Therefore, companies professionally engaged in this activity do not always win government tenders.

It is important to understand that social advertising alone is not enough to change the behavioral model of society. Comprehensive programs are being developed to solve some social issues that require high financial costs and the full participation of the whole society.

Our country is currently at the stage of realizing the role of business and society in the development of social advertising, which is a way of influencing public associations pursuing spiritual, moral, or social goals, or the state on society as a whole or on certain segments of the population, and it also contributes to social support population, the restoration of friendly relations between people and the development of new economic relations on these principles and the construction of modern civil society.

It is important that business people who own large companies are beginning to invest in the creation of social advertising to maintain the image and indirectly advertise their products and because they are not indifferent to which country their children will grow up in. This indicates the beginning of the transition of entrepreneurs from making a profit as soon as possible without assessing the negative consequences of their activities for society to the implementation of an ethical assessment of their business and to participation in solving socially significant tasks that do not promise economic benefits in the short term (or are not related to receiving income). This is of great importance for the socio-economic development of our country and for improving the quality of life.

The main source of the emergence of social advertising is modern social life, which is replete with conflict situations and confrontation at the level of social groups and, therefore, needs creative incentives and processes. Public (social) advertising conveys a message that promotes a positive phenomenon. Professionals create it free of charge (it would be more correct to talk about the ethical position of rejecting profit), space and time in the media are also provided on a non-commercial basis. [3].

The same agencies and studios produce social advertisements as commercial and political advertisements. They recognize that "social" for them is a kind of professional challenge because, to be successful, it must influence people much more than, for example, an advertisement for washing powder.

Interestingly, there are no established prices for social advertising in Ukraine. The focus of such advertising and the limited capabilities of most customers do not allow focusing on commercial prices. Therefore, if they do get to work, manufacturers prefer to do it for free or with a big discount. The

exception is the projects of large corporations – in such cases, social advertising is paid as usual.

The business is mainly interested in what benefits (reputation improvement, sales growth) it can derive from social advertising. But there are already such commercial structures that invest in social projects in pursuit of purely charitable goals. Some analysts believe that the goals of social advertising and the main goal of a business – making a profit – are incompatible. But most are less categorical. They assume that business goals seem to drift towards greater sociality. Even the concept of "socially responsible business" has appeared.

The convergence of social advertising and business is happening today through the commercialization of social advertising itself, recognizing that it can also be profitable. Gradually, there is an understanding that the funds invested in social advertising bring moral and material dividends.

5 Conclusion

An integral part of the media in a market economy and political democracy is advertising, including social advertising, which becomes capable of influencing a mass audience, implementing the values necessary for the functioning of society. Social advertising affects a deep level - ideological. While the driving force of the historical process is not only the material needs of people, but also to the same extent, if not stronger one, the struggle for recognition, the significance of mass communication is growing sharply in the present period of time. A person believes in his own dignity and worth, striving to earn the high praise of the community. Social advertising is aimed at revealing them in every person, to unite different individuals with a common interest. At present, the spiritual unity of the people and uniting moral values are important as a factor in development as political and economic stability. A society is only capable of setting and solving large-scale national tasks when it has a common system of moral guidelines.

Social advertising represents a phenomenon that arises at the junction of the economic and social spheres of public relations, contributing to the humanization of society, promoting any positive or fighting negative phenomena, an idea necessary to create new social values or reconstruct old ones.

In the civilized world, social advertising is an important component of the worldview and moral health of society, which is an organizationally formalized specific activity to create 'texts' that form the image of a socially approved and socially unapproved action or opinion.

Today, social advertising acts, on the one hand, as a means of spreading spiritual and social values desirable for society, on the other, as a factor, if not the formation, then promotion of values in the social environment that contribute to both the development of an individual and the improvement of society as a whole, and also – explaining to potential consumers what behavior, what lifestyle are undesirable. Genuine social advertising often has a targeted social marketing basis and is often tied to specific social programs. It is one of the main ways to explain the meaning of a social marketing program, creating the critical prerequisites for its successful implementation.

Currently, the term "social marketing" in a broad sense refers to the work of commercial companies aimed at simultaneously promoting the brand and social values [6]. For example, it is the beliefs of people to lead a healthy lifestyle, play sports, become a donor, etc. There is also the concept of "socially oriented marketing" – it is a commercial partnership between businesses and NGOs, in which the power of their brands is used to solve a social problem while obtaining business benefits: for example, when a customer sees on the packaging of a product that part of the proceeds from the sale will go to a charitable foundation. At the same time, cooperation between business and non-profit organizations makes it possible to make a good social advertising campaign.

Well-known cosmetic brands are increasingly involved in charity, creating new socially and culturally significant consumer trends. Everyone can support the initiative of cosmetic brands, for example, by buying Viva Glam lipstick from MAC (AIDS Foundation), souvenirs with a pink ribbon from the Avon catalog (Together Against Breast Cancer program), Dior Capture Totale cream (Fund to help disadvantaged children and families) or Splat toothpaste (Foundation for Children with Cancer).

At the same time, as practiced within the framework of CSR, social advertising is an excellent tool for improving brand equity by increasing consumer loyalty to the brand.

Social advertising and social marketing are related to each other, respectively, as a part and a whole. Advertising is often a useful and even the main part of marketing programs, but it is only one of the marketing communications tools that are used to achieve the desired result in social marketing. It is an important 'vehicle' for explaining the meaning of a social marketing program. Social marketing goes beyond advertising with its messages to the public, as it coordinates the efforts of advertising and all other elements of the marketing mix. The main thing for social marketing is achieving a social effect, taking into account the quality of socially significant products, their cost, the place of their distribution and dissemination.

The process of turning a favorable company image into a strategic asset usually begins within the company itself. When a company builds up its favorable image from the inside, i.e., based on values, policies, abilities, culture, and commitments to the corporate audience, has the opportunity to present herself as a responsible, unique, reliable, decent, and trustworthy company. Since most people also adhere to these values, the image created on this foundation can be easily turned into a good business reputation.

Investments are an integral part of full-fledged brand development because the attractiveness of a business for investors is undoubtedly interconnected with the attractiveness of a brand for potential customers. Investing in public service announcements has a beneficial effect on companies' business practices and stimulates positive change in society. It is very important to understand that spending on social advertising is not a charity but an investment that has a significant social impact. Their payback period is much longer, and their net present value is lower, but their return is expressed not only in monetary terms. The effect can be in the form of building trust and creating a positive image of the company among community representatives to which the investment was directed. Many foreign studies show that all other things being equal, people choose the company that, in their opinion, is socially responsible. And in the future, these preferences are transformed into actions – the purchase of shares, the purchase of goods and services, and an increase in the company's market value in the long term.

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Primary Paper Section: A

Secondary Paper Section: AE, AH, AJ, AO