

Секция «Реклама в США и Великобритании: настоящее и перспективы развития»

**David Ogilvy: How to promote foreign travel?**

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It is particularly topical that tourism has become very popular to make money.

As we know, most advertising is used for marketing purposes, to sell a certain product or service or to offer a particular brand in the minds of its customers. Advertising is more of a public medium than a personal one. It is used most often with external publics[3].

Advertising has a great impact on the structure and dynamics of the consumer demand on world markets. The problem of the development of advertising activities in the enterprises considers in the works of S. Graham, J. Ogilvie, J. Lablena and other Western economists. The term «advertising» itself derives from the Latin verb Reclamo (shout) and reclamare (to demand). Like any human activity, advertising has its own purposes[1].

There is no definition of word «tourism» in the scientific literature[1].

For example, according to the definition adopted by the UN in 1954, tourism - is active relaxation, which affects the promotion of health, physical development and which associated with movement beyond the permanent residence. Tourism sector is the one of the largest advertisers in the world[1].

Experience of foreign tourist firms shows that an average of 5-6% income received from their activity is spent on advertising their tourist trips[1].

Advertising has actually only one direction: from the advertiser to the recipient (the object of the impact)[1].

Specificity of tourist services demands using of visual matters, providing a more complete picture of tourist interest objects. Therefore, in the advertisement often uses video and photographs, paintings, colorful products[1].

Travel advertising has a specific responsibility for truthfulness of information[1].

The fact that the acquisition of a tourist product depends on many factors, often not directly related to advertising, bearing the subjective nature[1].

The main theme of mine is making advertisement to foreign travel by David Ogilvy - an American specialist in advertising. There is much to be said about his book «Ogilvy on advertising». He is consider to be one of the outstanding experts in his field. It is he who give us a useful pieces of advice about advertising in general. I would like to point out to underlying ideas that the author is trying to convey in this book.

First, you can't do success of producing successful advertising unless you start by doing your «homework». Research is the first thing you should do. You should study the product you are going to advertise. The more you know about it the merrier. Also it is necessary to make a profound research among consumers before making an advertisement. As well you should consider what it product does, and who it is for. Ogilvy holds the opinion that It is super idea that attract the attention of consumers and get them to buy your goods. He gives the characteristic of a good manager: he knows much more than others[2].

Further, I would like to concentrate on his useful pieces of advice how to promote foreign travel.

In the sphere of travel advertising we also should do a thorough analysis of consumer demand. He advised to stop our attention on the unique features of countries. Also advertiser should dispel fears of travelers. And it is useful to break stereotypes about another nation[2].

He maintain the idea that the purpose of such kind of advertising is to fulfil tourist's dreams. The best way to do it is a mixture of «mouth-watering» photographs and particular information. When you are advertising little-known countries, it is particularly important to give people a lot of information[2].

But in my opinion it is difficult to predict whether the advertisement will do a great success.

### **Источники и литература**

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- 2) David Ogilvy. «Ogilvy on Advertising», New York, 1985.
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