

State Regulation of Advertising Technology of Product Placement on the Ukrainian Market

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Research methodology. Using a systematic approach the basic aspects of advertising measures of product placement are researched. Actual state of contemporary advertising technology of product placement in the advertising market in Ukraine is evaluated.

Results. Formation and the current level of demand for product placement as a method of products promotion is analyzed.

The advantages of using of this marketing tool and its shortcomings are investigated. The instruments of state limits of negative display of product placement are substantiated.

Novelty. The objective preconditions for formation of product placement on the market of Ukraine are revealed.

Methodological approaches to the analysis of provision and implementation of promotional activities in Ukraine are offered. Classification of trends in establishment and development of product placement method, determining the structural changes in the advertising market, reflected in state economic policy, is made.

The need for active government regulation, application of product placement advertising type as the most common kind of hidden advertising is offered.

The practical significance. Based on advanced research methodology of objective characteristics and peculiarities of its application the required measures of state regulation of widespread advertising technology – product placement – are defined.