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Improving Advertising Activity of the Organization – Case: Adidas



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Abstract

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<p>This paper focuses on advertising activity on the enterprise. The work aims to blend theoretical and practical study of the subjects to facilitate application of existing knowledge on them to real business strategies.</p> <p>The very advertisement allows you to attract the attention of potential buyers to certain services or products, to simulate the behavior of these buyers, to demonstrate the usefulness and importance of the offered goods and services, and to form a positive image of the company for consumers.</p> <p>From the economic point of view, importance of advertising is revealed in the implementation of the law of expanded production of goods and services, since it creates a favorable ground for competition and provides consumers with information about alternatives.</p> <p>The urgency of the chosen topic of work is because at present advertising activity is one of the most important marketing functions performed by the absolute majority of participants in market activity.</p> <p>To achieve goals of work were used both qualitative and quantitative analyses for better understanding theory as well as counting situation on the market to give better recommendations for improvement advertising activity of LLC Adidas.</p>	
Keywords	Advertising, LLC, promotion, marketing, organization, audience.

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Introduction

In the successful and rapid circulation of funds, in the current market conditions at the level of firms and enterprises, activities that facilitate the transformation of goods sold into funds that contribute to the successful implementation of the process reproduction, is advertising.

At the moment it is advertising that allows attracting the attention of potential buyers to certain services or products, simulate the behavior of these buyers, demonstrate the usefulness and importance of the offered goods and services, to form Consumers a positive image of the enterprise. It is obvious that in such conditions advertising is one of the most necessary attributes of the market economy.

From an economic point of view, the importance of advertising is revealed in the implementation of the law of extended production of goods and services, because it creates favorable ground for competitive struggle and provides consumers with information about Alternatives to the choice of a product.

It should also be noted that not only manufacturers of goods and services resort to advertising. To attract more clients, the marketing complex is increasingly being used by many non-profit and public organizations.

The relevance of the chosen topic of work is because at present the advertising activity is one of the most important marketing functions, which is carried out by an absolute majority of participants of the market activity.

The object of the research work is LLC "Adidas", and as a subject of study is advertising activity of LLC "Adidas". The purpose of the work is to improve the advertising activities of the company.

To achieve this goal, a few tasks must be solved:

- to consider the essence and principles of organization of advertising activity at the enterprise;
- to study methods of increasing efficiency of advertising activity of the enterprise;

- to investigate the organizational and economic characteristics of Adidas LLC.;
- To analyze advertising activity of Adidas LLC;
- To develop measures on improvement of advertising activity of "Adidas" LLC.

1 Theoretical aspects of the organization of advertising activities

1.1 Essence and principles of organization of advertising activity at the enterprise

The term "advertising" originated from the Latin word "reclamare", which means "shouting loudly". From the English language the term "advertising" translates as attraction of consumer interest to the goods, distribution of offers to purchase the advertised product and to use this service (Goluhkov, E. P. 2014).

Advertising is an activity, primarily related to the correct informing of the consumer audience. Advertising activity is strongly connected with marketing communications.

In the absence of a study of the consumer society, it is impossible to imagine a study of the concept of the product, however, in the absence of prior information about the product, it is impossible to imagine demand. There are a variety of positions on the market, which are based on dividing goods by value, but all goods will be recognized by advertising without exception.

A product of a company is considered to have a specific characteristic of a choice according to various criteria, including its individual characteristics, price and quality, of a particular category of buyers.

The tasks assigned to the advertising support of the product are the notifications of the optimal audience, for which the promoted product is specialized (Kepler T., Downing P., Taylor B, Testerman J, 2014).

Enterprises use the full spectrum of advertising abilities, starting from usual informing about presence of the certain product, henceforth before application of various means of persuasion, and in some cases and compulsion to purchase of the product (Ambler, T, 2015).

The traditional term of advertising is as follows: Advertising is not a personalized communication using mass media to influence the audience and executable by the identified sponsor.

Combining all the above-mentioned elements of definitions, it is possible to notice that advertising-marketing communication, grouped, psychological, economic, and legal methods of influence on the person, and notification of consumers about Services, quality and price of goods. Next, let's look at table 1, which contains marketing classification of advertising.

Table 1-Marketing classification of advertising

Type of advertising	Advertising Media	Main objective
"On the individual consumer"	With the help of magazines, billboards, radio, advertising on transport, etc.	Stimulating the demand for a product, a certain brand of goods or service
"On wholesale and retail merchants"	Direct mail advertising, trade bulletins	Encourage wholesalers and retailers to distribute or maintain a service or product for their customers
Groups and public institutions	Special and consumer printed Edition	Stimulating a favorable relationship with the audience in the field of "Public relations" (PR)
"To other individuals"	Benefits to a greater extent printed editions, Banners	Stimulating the purchase of a particular product or service
"On State Organizations of association and Group of Society"	Advertising means intended for a wide specialist and consumer	Stimulating belief in conditions to change behavior to the side desirable for society

The objectives of advertising can be varied.

Let's look at some of them in Figure 1.

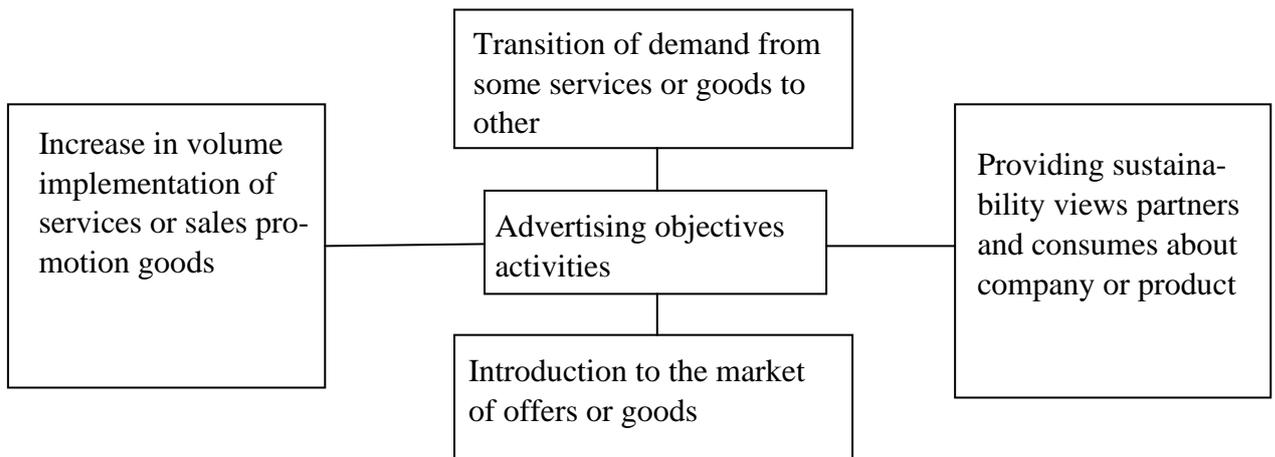


Figure 1-Objectives of advertising

The existence of the advertising firm is depending on the set goals, the scope of the company and the features of the object of advertising (Minko, E. V, 2014). Advertising organizations differ in variety according to many features, the main of them will consider in table 2.

Table 2-Advertising objects

Advertising objects	Signs
By territorial coverage	Regional, International, Local, National
Intensity of exposure	Descending, Smooth, Growing
By main object	Organizations, companies (creating an image of the advertiser); Services and goods
For the purposes pursued	Reminding, ensuring the preservation of demand for services and goods; Providing introduction to the market of innovative offers and goods; Increasing demand for services and goods

In addition, as stated above, advertising is subdivided into:

- Advertising stability;
- Image advertising;
- Stimulating advertising.

1. Advertising stability. The most effective for stability of advertising:

- Participation in exhibitions;
- Postal distribution to the continuous partners of the annual company activity report;
- Hidden advertising articles about the company's products and activities.

2. Image of advertising. Activities of advertising image effectiveness are:

- Advertising on transport;
- Advertising banners;
- Advertising in well-known printed editions;
- Commercials on TV;

3. Stimulating advertising. For the effectiveness of stimulating advertising are:

- Postal distribution;
- Advertising in printed editions;
- Radio advertising.

Consider the types of advertising with a description of their tools, which are presented in table 3.

Table 3-Types of advertising

Types of advertising	
Advertising of creation of prestige of enterprise	of In order to create prestige of advertising activity: Publications in the press, participation of managers in social life, contacts with the press
Advertising to expand the sales of products	to The main purpose of advertising activity-expansion of sales of products. The situation on the market is changing regularly and it is not possible to predict it accurately, for this reason all advertising activity is based on the in-depth market research

In the field of advertising should be singled out several main subjects (Nikolaeva, M.A, 2015):

Advertisers-citizens and companies initiating the production of advertising. Advertisement producers-developers of advertising, advertising agencies. Mass Communication-Distributors of advertising means of maximum popularity.

The consumer is the main link of the advertising process. Creating attractive appeals, for the consumer work agencies; consumer behavior is studied by research centers; before it, the media receive promotional notices, and the consumer makes decisions to buy the product or not to buy, watch (listen to) advertising or not.

Buyers purchase products to please their own psychological needs. For this reason, advertising is obliged to closely communicate with the research of psychology of buyers. All of us, without exception, acquire goods that we do not need, the factor is to become a desire for self-assertion. One of the important issues of market research is the study of motives for making the decisions made by the buyer.

Then the consumer agrees to overpay for the product only if the brand of the company that manufactures the product is quite familiar to him and bears good fame. For this reason, having a good reputation, the organization can realize products according to the high cost regardless of the qualities.

Distribution facilities, research centers and advertising organizations directly participate in the transmission and formation of messages, conduct a test of the effectiveness of the idea, analyze the market situation, choose the time and place of placement of advertising.

Legislation and competition serve as a regulatory factor: competitors serve as external restraints on the market, regulations, regulations and regulations govern the conduct of the parties in the process of advertising.

In the period of demand at that stage, more valuable is the exhortation advertising, when in front of the store there is a goal of demand development. It is probable that the share of the broadcast ads in the group of comparative advertising, the goal of which is the superiority of one brand with others. For example, creams, powders, rubber for bicycles use comparative advertising.

Advertising rapidly developing, everywhere there are innovative species and its media. One of the most promising and effective types of advertising is oral advertising (Pankratov, F. G, 2016).

The next purpose of advertising-to give an estimation of efficiency of the advertising firm, applying a full spectrum of methods of carrying out economic (the economic result received in the process of use of advertising means) and psychological researches (degree Impact of advertising on the person, attracting consumer interest).

There are a huge number of methods required to calculate the economic efficiency of advertising activities of the company. Having analyzed the scientific literature, we can note that the maximum number of authors is advised by the methods presented below.

- Calculation of additional turnover-shows how much the turnover grew due to the use of advertising;
- The calculation of the economic effect of advertising is a correlation between the acquired profit received from the additional turnover caused by advertising activities and advertising costs;
- The method of target alternatives – is calculated by comparing the planned indicators, estimated as investments in the advertising company;

Profitability calculation – This indicator determines the impact of advertising costs and shows how appropriate advertising is.

The effectiveness of psychological influence is determined by means of qualitative and quantitative method. The characteristic of this kind is considered in table 4.

Table 4-Qualitative method of evaluation of advertising activity in psychological influence

Quality	
Method	Characteristic
Survey	The interviewer asks a targeted audience a few questions to establish the level of interest.
Focus groups	Expensive way of high-quality study, consisting in creation of a group of consumers or experts, which give an estimation of criteria of advertising influence
Monitoring	This kind of method consists in observing the behavior of individuals in their ordinary life.

Quantitative method of estimation of advertising efficiency is calculated by means of formulas:

- Engaging in consumption through advertising: if the coefficient is less than zero, the ad is not effective. In case the coefficient is positive, the effectiveness of the advertisement is high.
- Implementation rate. In case the indicator is less than unit the effectiveness of advertising is small. If the indicator is greater than one, the efficiency of advertising is high.

1.2 Methods of increasing efficiency of advertising activity of the enterprise

In modern scientific literature, the interpretation affecting the definition of "effectiveness" is quite multifaceted. One can say about the uniform approach to its definition. Many authors disclose this economic category to such notions as "total", "effect", "expense", "means". Other authors compare "efficiency" with categories of "economy", "optimality", "efficiency".

Let's consider the conceptual scheme of advertising effectiveness in Figure 2.

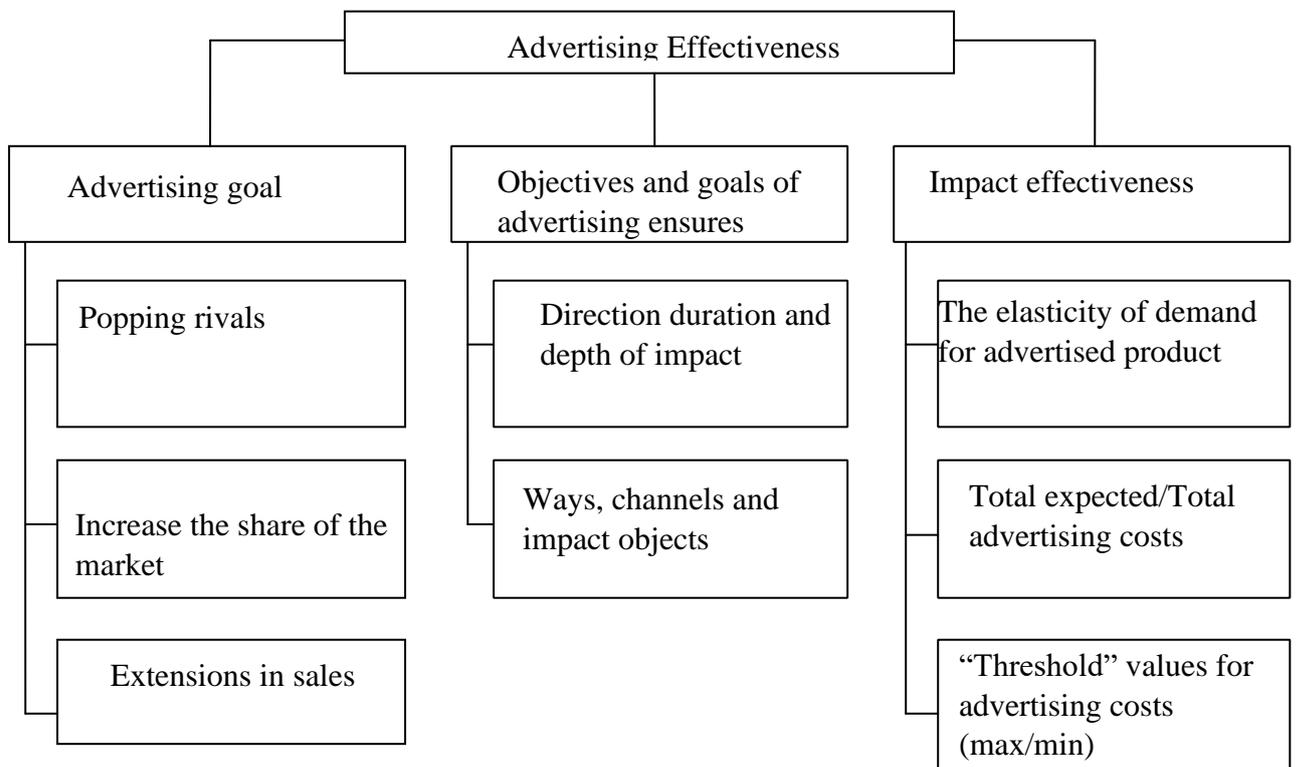


Figure 2-conceptual diagram of advertising effectiveness

The performance indicator of advertising is individual for any company and it relates to the fact that the advertising costs for achieving the result are not the same. They are subject to certain conditions – the competitiveness of the company and its products; price policy; staff qualification (Odegov, Y. G., Zhuravlev P, 2014).

Evaluation of advertising effectiveness is considered a sick place of many companies. And it is obvious, as advertising is spent many thousand rubles, and efficiency from it is often incomprehensible not only to marketers, but also to managers. Advertising is one of the significant but not always the main means of promotion, and for this reason the assessment of its role in increasing the size of sales is difficult.

Let's highlight a few main factors of low efficiency of advertising:

- Lack of specific objectives and objectives of the advertising firm.
- Missing target client data and client access channels.
- The incompatibility of tasks and goals of the marketing company with the purposes of advertising activity.
- Low classification of employees of marketing agencies, as well as employees responsible for advertising.

It should be noted that the effectiveness of advertising to promote, also imposes a certain footprint in the field of activity.

The effectiveness of the advertising firm is greatly influenced by the cost and quality of the product, its correct choice of audience and persuasion arguments, as well as the optimal time for the advertising firm. Successful are those advertising firms which have received positive information about the advertiser and about its product, and also have positively received the approximate quantity of the target audience. Certainly, marketing firms try to estimate on indicators of income, volumes of sales before and after firm termination. However, the quarterly or monthly sales figures do not always show the success of the marketing firm. They are dependent not only on marketing factors, but also on the advertising itself. In this sense, the cost of reputation should be considered as a financial investment in the advertising firm.

Set of "Matryoshka"-that's how you can compare the activities of the advertising firm, which are obliged to "enter" one in another, to have a uniform style and form. In order to achieve the established goals, in the course of the advertising firm, the methods of such elements as: participation in exhibitions, propaganda, stimulation of sales are applied.

The company, which distributes events evenly in time, has some fame to strengthen the style.

A growing marketing firm is being built on the principle of increasing influence on the target audience. The top of events can move to the previous season. The gradual reduction of the intensity of marketing influence on the target audience involves a downward advertising firm.

At carrying out of the advertising company, depending on the problems of marketing, active influence is reached, or extremely large target audience, content not so pure influences, or small audience of regular clients.

In the first case it is an extensive firm, when the accent is made to reach the audience. The purpose of this method is to notify the largest number of customers about the appearance of any product or to preserve the already formed rather famous sample.

In the second case it is possible to speak about the intensive firm when emphasis is made on increase of quantity of clients of everyone with a carrier of advertising. The purpose of this method is to form an innovative product, as well as to update the old or lost dynamism of the sample.

When implementing advertising firms, it is necessary to consider the level of marketing influence, which provides the highest coefficient of its efficiency due to sustainable and dosed treatment, without intrusive repetition of the same Goods, while observing the necessary balance of advertising appeals from each other neglecting large gaps. In this relationship, you must differentiate between:

- A level beyond which pressure buildup is useless.
- The minimum level is enough to achieve the goal of the marketing firm.
- Let's consider some more conditions, observance of which increases efficiency of the advertising company:
- Creation of a well-grounded, memorable and influencing the pre-selected target audience of marketing products;
- Use more suitable for the solution of the established tasks and providing specificity of targeted audience of means of distribution of advertising;

- Realization of preliminary advertising researches considering dynamic nature of the market.

This set of conditions is provided as a result of coordinated actions:

- Means of distribution of advertising as channels of bringing marketing information to the targeted audience;
- Advertiser as a marketing company customer;
- Marketing agency as initiator, developer of marketing firm;
- Optimization of advertising expenses;
- Increase the classification of personnel.

Let's take a closer look at the latest method of increasing the efficiency of company advertising: hanging staff classification.

Some companies do not pay attention to the training of their staff, relying on the fact that without training can be easily dispensed, if, for example, to employ already classification specialists. But management of any company sooner or later will have to meet face to face with such problem, as lowering of professional skills and level of knowledge of the personnel, therefore constant investments of the company in development of human skills are required.

At present, the highest popularity in the classification centers is the training of leadership skills of managers, in which they explore various aspects of management, such as organization of work in groups, decision-making, Motivation of subordinates. In the course of this training, managers not only acquire methods of solving managerial tasks and knowledge, but also consider directly the procedure of management activity, namely: analysis, planning, control.

The first method is the analysis of specific practical situations. This method provides the transition from the method of knowledge accumulation to the active approach. The task of the method is to reveal key problems, educate listeners, investigate information, consider and form the correct variant of the program of actions, find and evaluate opposite ways of decision.

The combination of individual work of students with a problem situation and mass reviews of proposals prepared by each member of the group, is a special important in the analysis of specific situations. This opinion is considered by Kotova L.

In conclusion of this method, we can highlight the method of specific situations, which offers learners to improve the ability of teamwork. It first expands the possibilities to solve problems within the framework of the studied educational subjects. As a result, learners acquire the ability to improve planning and analysis capabilities.

Next, consider the method that got the name "Business Games". This method characterizes the role play in combination with the opposing interests of its participants and decision-making during the game or at the end. Role-playing games can help to create meaningful leadership abilities, such as self-thinking, tolerance, desire and ability to work in small groups, communicative skills. From the teacher will need a great methodical preparation for the role-playing games, the ability to predict the results and draw conclusions (Feofanov, O A, 2016). The business game ends with summing up, where the main attention is focused on the analysis of its results, the most important for practice.

Next, consider computer learning, which is now part of other active learning methods. For example, developed quite many computer business games that allow to implement marketing firms, negotiate, manage an educational organization. This method is based on conducting training group discussions on a problem in small groups of students.

The concept of "discussion" means the interchange of views in all its forms. According to experience, the development of society without exchange of views and related discussions is not possible. Training group discussions in the elaboration and study of complex material, as well as the creation of the necessary settings give the maximum effect. This intensive training method guarantees positive opportunities for feedback, motivation, practice and transfer of skills and knowledge from one sphere to another.

In this chapter we have considered the theoretical bases of estimation of efficiency of advertising activity of the enterprise. Advertising activity is presented as a complex multidimensional concept,

which is generic for the concepts of "advertising strategy", "advertising tactics" and "advertising policy". Evaluation of the effectiveness of advertising activities is not unambiguous. This is due to the presence of a significant number of factors that have a great impact on the result of this activity. There are many methods of evaluating the effectiveness of advertising activities, which is related to the multidimensional and multitasking of the phenomenon. Among the generally accepted classifications can be noted psychological and economic method. It is not possible to give advantage to the first or second view when evaluating advertising activity of the enterprise, they must be considered together.

Thus, when choosing methods to increase the effectiveness of advertising activities should consider all the conditions of the marketing company, including the improvement of staff classification, considering the practical aspects of the specific company and its Audience. In this case-the consideration of the effectiveness of advertising activities (on the example of LLC "Adidas"), which is devoted to the next section of work.

2 Analysis of advertising activities of Adidas LLC.

2.1 Organizational and economic characteristics of the activity of Adidas LLC.

"Adidas" LLC is a subsidiary of the German group Adidas AG, whose head office is located in the city of Herzogenaurach, which is the leading company in the world market of sporting goods and equipment.

By the beginning of the 90s the group of Adidas AG decided to enter the Russian market and CIS countries (Kazakhstan and Ukraine). Currently Adidas has more than 800 own shops, including not only conceptual points of sales, but also discount centers, and children's shops.

The company's mission is "changing people's lives through sport". The aim of the company is to be a leader among world sports brands.

Objectives: To strengthen the brand image, increase its popularity, improve the quality of goods, increase the quality of services provided, increase sales and profits.

The main consumers are young people aged 18-25 years, and the lowest share is occupied by the consumer at the age above. Company's competitors: Nike, Puma, Decathlon, Sportmaster.

The total number of Adidas employees as of December 31, 2018 amounted to 56.89 thousand people, of them in RUSSIA and the cis-16% (9.1 thousand people)

One of the reasons for the success of Adidas in the Russian market is a huge number of own stores. They, in turn, are also divided into certain areas, as well as the price policy. Own retail Stores: "Conceptual stores (BCS-Brand Concept Stores, OCS-Originals Concept Stores, NECS-NEO Concept Stores). They are the main source of profit for the company. They are focused on new collections, marketing support and the constant holding of various events " (Alexiev, R. D, 2014). "Discount Centers (FO-Factory Outlets). They are distinguished by the fact That they sell the goods of the past collection, i.e. leftovers from previous seasons, at lower prices " (Volkov Y. E,

2014). Children's Shops (KIDS). The youngest destination in the field of retail stores is KIDS. Over the past seasons have broken all records growth rates in comparison with conceptual shops.

Wholesale stores. If you ask people ten years ago where you can buy Adidas clothes, they would have mentioned Sportmaster. It was the main channel until 2008. Now the company has focused on the development of its own network. Despite the termination of the contract with the Sportmaster, Adidas also has access to the market through wholesale channels. A good example is the online store Lamoda.

Online store. Adidas develops the direction of e-commerce in RUSSIA and CIS countries. The maximum range of products from all previous channels is presented here. Considering the competitive environment of Adidas, we can see that the company has not only direct competitors in the sports goods sector (Nike, Puma, Decathlon, Sportmaster), but also many other large retailers in the field of everyday clothing (Uniqlo, U.S. Polo, Lacoste, Coverse, etc.).

Table 5 presents the organizational and economic indicators of Adidas, which are obtained as a result of the company's activities in Russia.

Table 5 – Organizational and economic INDICATORS of Adidas LLC.

Indicators	2016y.	2017y.	2018y.	Change					
				2016-2017		2017-2018		2016-2018	
				Abstra ct	Comparati ve	Abstra ct	Comparati ve (Rate of growth), %	Abstra ct	Comparati ve (Rate of growth), %
Revenue, thousand rubles	525968 24	467357 04	472527 86	- 58611 20	-11.14	51708 2	1.11	- 53440 38	-10.16
Cost of sales, thousand rubles.	221618 35	205841 85	203928 72	- 15776 50	-7.12	- 19131 3 in	-0.93 in	- 17689 63 in	-7.98
Gross profit, thousand rubles.	221618 35	261538 24	268599 14	39919 89	18.01	70609 0	2.70	46980 79	21.20
Managem ent expenses, thousand rubles.	100002 55	110023 56	142556 55	10021 01	10.0	32532 99	29.57	42554 00	42.55
Commerci al expenses, thousand rubles	295757 63	266231 75	277818 92	- 29525 88	-9.98	11587 17	4.35	- 17938 71	-6.07

Profit (loss) from sales, thousand rubles.	-471654	-469351	-921978	2303	-0.49 in	-452627	96.44	-450324	95.48
Net profit, thousand rubles.	-119591	1873437	2216183	1753846	1466.54	-342746	18.30	342746	18.30
Fixed assets, thousand rubles	4282889	8622430	8783997	4339541	101.32	161567	1.87	4501108	105.1
Circulating assets, rub.	39335983	41779275	36557773	2443292	6.21	-5221502	-12.50 in	-2778210	-7.06
Number of SPT, persons	40.1	48.5	52.89	8.4	20.95	4.39	9.05	12.79	31.90
The salary fund of the SPT, thou. Rub.	4944160	6185823	6759037	9820	0.20	573214	9.27	1814877	36.71
Asset turnover, times	1.34	1.12	1.29	-0.218	176.23	0.17	15.55	-0.04	-3.33

As a result of the analysis of organizational and economic indicators of the enterprise the following results were revealed:

In 2016, sales revenue amounted to 52 596 824 thousand rubles, and the cost-22 161 835 thousand rubles, which is 11.14% and 7.12% higher compared with the figures of 2017. This indicates that

the company's production costs and realization of production for the analyzed period is low. Management expenses for the analyzed period amounted to 10 000 255 thousand. rub. The amount of commercial expenses amounted to 29 575 763 thousand rubles in 2016.

Based on the facts obtained above, it was revealed that the net profit in 2016 is -1 873 437 thousand rubles in the analyzed period there is a high number of personnel-40 000 people, and the productivity of one worker is 1,311,641.50 thousand Rub. Per year. In 2016, the funding was 12.28 thousand rubles, and the revenue amounted to 52 596 824 thousand rubles. Funding shows how much revenue is per unit value of fixed assets. Asset turnover in 2016 – 1.34 times, which indicates that the efficiency of the use of assets is high during the analyzed period. This indicator of turnover of assets is because the revenue for 2016 is high, compared to the three years analyzed.

In 2017, the revenue amounted to 46 735 704 thousand rubles, which is lower than the previous year by 11.14%. There is no profitability in the analyzed year. The turnover of assets amounted to 1.12 times. Management expenses amounted to 11 002 356 thousand rubles, which 10.0% higher compared to the previous year. Commercial expenses amounted to 26 623 175 thousand rubles, which is 4.35% higher than in 2016, which testifies to the increase in the cost of sales. There is an increase in the number of staffs by 20.95% in relation to 2016 Year.

In 2018, with respect to 2016, there is a decrease in sales revenue by 10.16%, in connection with this there are losses in the amount of 450 324 thousand rubles. In 2018, there is a decrease in the cost of output of 56.20%, Compared to 2016. The volume of fixed assets increased by 105.1%, the value of the working capital decreased by 7.06% compared to 2016. there is a decrease in commercial costs by 6.07% and an increase in management Costs by 42.55% compared to 2016.

Profitability of sales and profitability of production for the analyzed 2016 - 2018 negative. Net profit as for the analyzed periods is negative. This is because Adidas every year opens all more stores as this business is still young and the company is developing in our market to this day. Thus, the analysis of organizational and economic indicators of the enterprise for 2016–2018 shows that the enterprise is in a disadvantaged, unstable state, but at the present time Work continues to improve the quality of products.

The organizational structure of "Adidas" LLC is shown in Figure 3.

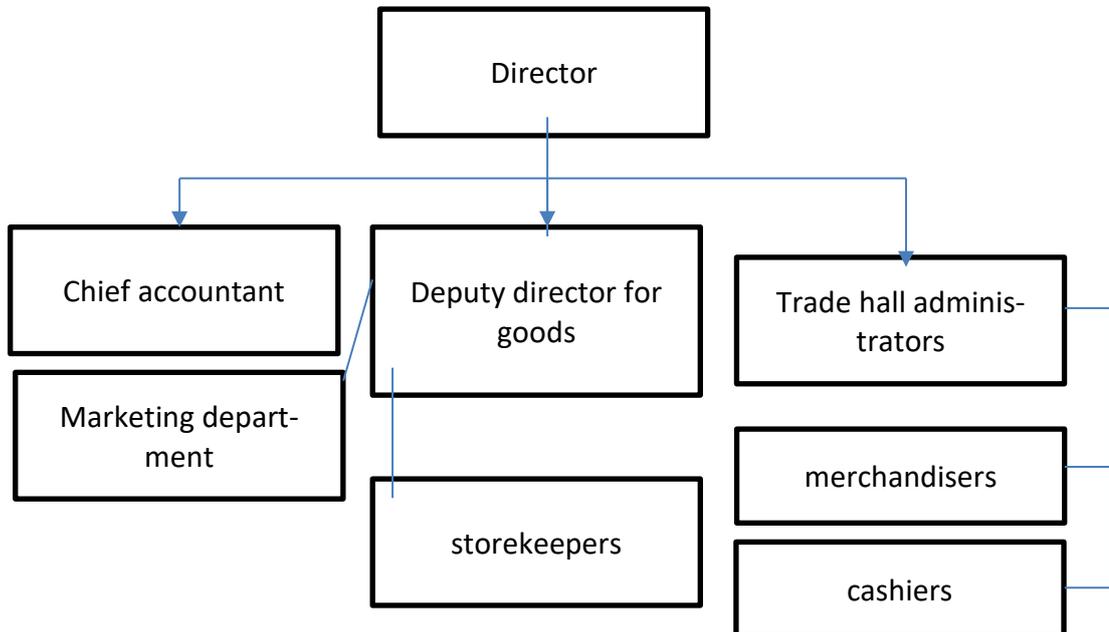


Figure 3- Organizational structure of the enterprise

The organizational structure of "Adidas" LLC is linear. The structure is characterized by the fact that at the head of each unit is the chief, who manages subordinate to him staff. Its top-down chain solutions are mandatory for downstream links. In turn, he is subordinate to the higher management.

In the main office are responsible for all the links, monitor all the processes and indicators of each store. For each region, the area is attached to the SCRAP (local operating manager) who is the responsible person and responsible for the stores of a particular region. He directly follows the work of the store director.

2.2. The analysis of advertising activity of "Adidas" LLC.

Advertising activity in "Adidas" LLC. is an integral part of the whole organization activity. Marketing Department of "Adidas" LLC. is directly engaged in advertising activity. The functions of the marketing department include:

- Definition of the segment on which the organization can have the greatest success;
- Determination of methods of client attraction;
- Definition of the pricing policy of the Organization;
- In case of any undesirable changes in the market position, analysis of the wound, finding out the reasons and proposing measures to improve the situation in the sports clothing market;
- Advertising in mass media;
- Analysis of the market condition of sportswear, identification of unused opportunities in order to increase incomes from all sources;
- Preparation of the client's profile-a list of characteristics characterizing some typical average client, in particular age, income, nationality, occupation, habits, etc.;
- Definition of methods of attraction of clients;
- Organization of advertising campaigns;
- Making recommendations to the management on where the investment should be directed;
- Analysis of customer satisfaction level;

Advertising in LLC "Adidas" -is, first, the dissemination of information about the product for the purpose of its sale, thus contribute in such a way that the potential customer bought goods LLC "Adidas".

Let's consider advertising activity in LLC "Adidas" in more detail in two directions:

- Used advertising channels in Adidas LLC.;
- Financing of advertising in "Adidas" LLC.

So, let's consider the first direction in more detail:

1) Outdoor Advertising "Adidas" LLC. is placed on one of the screens in the city of Tyumen: screen on 50 years of October street ,3. Marketers of Adidas LLC., placing outdoor advertising of this enterprise, try, first, to meet the requirements, which presupposes outdoor advertising, namely:

- Be laconic, that is advertising rollers of LLC "Adidas" last no more than a few seconds;

- Often come across the eyes, the network advertising LLC "Adidas" is located on the main, the most passable streets of the city of Tyumen;
- To attract attention, that is, different color effects, music, vivid memorable pictures are used;
- To be understandable for most consumers, that is, the rollers of "Adidas" LLC contain uncomplicated plot about itself and about its services.

As a carrier of outdoor advertising in LLC "Adidas" is used LED screens. There are several reasons why the quality of advertising media for "Adidas" LLC. LED screens were chosen:

- First, the movies on the LED screens due to their dynamism attract attention, and if the consumer does not see the screen itself, it still hears the auditory series, thus noticeably expands the coverage and the impact of the video on Desired consumer;
- Street video screens wear, they withstand both fierce frosts to-40°C, and abnormal heat in + 50 ° C. Even with direct sunlight, the surface of the video screen does not give glare. Due to the high quality of modern LED screens, which are used for advertising, the image remains clear and bright in all weather conditions;
- This kind of advertising can be seen at any time of the day, as the image is always clear and bright regardless of the light, because for such media used professional computer graphics;
- Possibility of frequent change of advertisement, including for local shares of "Adidas" LLC on promotion of sales (discounts, shares and so on).

However, this kind of advertising has its drawbacks for Adidas LLC: lack of selectivity. This type of advertising does not allow to separate exactly that segment of consumers which is necessary for LLC "Adidas", that is it is not directed to our target;

Brevity. Often, this type of advertising in LLC "Adidas" has low indicators of concentration of consumers in contrast to other means of distribution of advertising LLC "Adidas";

- High level of audience coverage does not guarantee the memory of advertising. Outdoor advertising provides a fairly high level of coverage, and sometimes good memorization of advertising messages. But the high level of exposure does not mean a high level of

memorization. The originality and entertainment of an advertising message serve as important criteria in determining the audience's ability to memorize it, but in practice people are often not able to remember what they have seen;

- often outdoor advertising is perceived negatively, as research shows that consumers consider this type of advertising message an annoying factor;

Despite the relatively low cost of advertising contact, the use of outdoor advertising is often associated with a fairly high cost of production and placement of advertising materials. For placing of the advertising message "Adidas" LLC. Works with the company "Sibelkom".

To evaluate each screen will conduct a study for which we choose 5 video screens: 50 years of October street 3, Shirotnaya-Permyakov street, Kholodilnaya street, 50 years VLKM street, Odessa -50 years of October street, Melnikite 50 years of October street. The evaluation was carried out in the form of periodic observations. Observers carried out physical counting of transport units and pedestrians.

The evaluation was conducted only for the thread passing or passing to the meeting face side of the screen. The stream of spectators from the opposite side of the screen (from the back side) was not considered. The public data of the statistics body- Tyumenstat were used. Also, open data of various departments of the city administration of Tyumen, on congestion of highways were applied.

The study revealed that the screen on the street 50 years of October House 3 is located on the intersection with the connecting city highways-ul. Trade union and UL. M. GorkyTraffic from 7 to 23 hours, 87 780 cars. More than 160 organizations within a radius of 300 m, including the Lada auto shop, Alfa-Bank, shopping center Hammer. The potential audience of the screen per day is 87 780 people, the weekend audience is reduced to 79 880 people per day. Consequently, for a week the audience of the screen 50 years of October 3 will be 553 014 people and a month 2 212 056 people.

The audience structure of the screen can be seen in Figure 4.

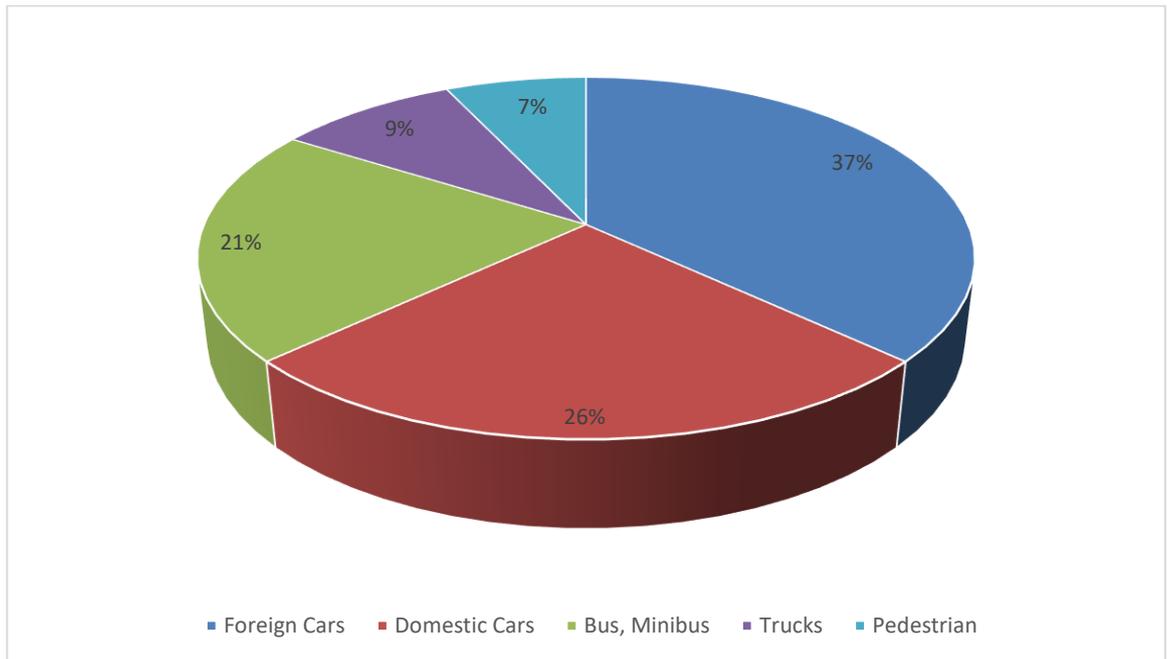


Figure 4 -screen audience structure for 50 years of October, House 3

As can be seen from Figure 4 the largest share is occupied by cars of domestic and foreign production-63%. The smallest share is occupied by pedestrians-only 7%. It is also worth noting that the effectiveness of the placement of outdoor advertising depends on several factors: the angle of rotation of the screen; transport position; distance to traffic lights; width of the roadway; visibility distance; competing designs; obstacles to review; and other indicators.

Each of the above factors is expressed as a coefficient in the range from 0 to 1. Let's calculate the effectiveness of GPR for the screen 50 years of October 3. The formula for calculating effective GRP:

$$\text{Efficiency GPR} = \text{GRP} * K1 * K2 * K3, \dots KN \quad (2.1)$$

Then we calculate in table 6 the final coefficient of the screen located on the street. 50 years of October 3.

Table 6 screen ratios 50 years of October House 3

Length of the viewing area	More than 100 m	1
	75-100 m	0.95
	50-75 m	0.90
	25-50 m	0.85
	Less than 25m	0.8
Reversal Angle	Perpendicular to the flow	1
	Diagonally	0.9
	Parallel to the flow	0.8
Movement Axis Offset	0-15 m	1
	15-30 m	0.9
	More than 30m	0.8
Suspension height	Less than 3 m	0.9
	3-6 m	1
	6-12 m	0.9
	More than 12m	0.8
Screen Area	More than 100 m ²	1
	50-100 m ²	0.75
	Less than 50m ²	0.5
Competing designs	No	1
	1 piece of	0.9
	3 pieces of	0.85
	3 PCs or more	0.8
Distance to traffic lights	Less than 50m	1
	50-150 m	0.9
	More than 150 m	0.8
	Final coefficient	0.89

So, as you can see from table 6 the final coefficient of GPR is 0.89. Compare this indicator with the other screens shown in figure 5.

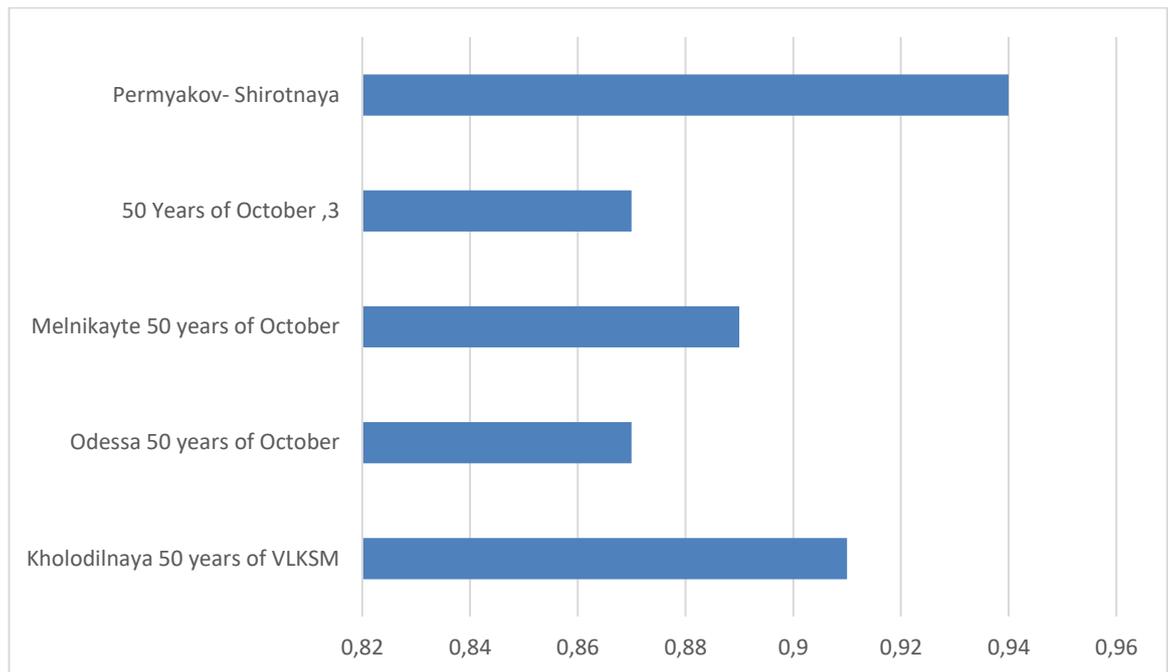


Figure 5 -Total correction factors for LED screens

From Figure 5, we can conclude that the screen on the street Permyakov- Shirotnaya is the leader in the effectiveness of exposure to the audience, as its final correction factor is 0.91. In the second place by the total correction factor Screen on the street 50 years of October 3. So, we can conclude that one of the main disadvantages of outdoor advertising is the lack of places of its placement, as well as the use of not the most effective points of its placement.

2) The second type of advertising, which is used in LLC "Adidas" -is the Internet advertising, which is presented in several sources:

- Official Instagram page;
- Official page VKontakte;
- Official Facebook page;
- Official page in Classmates;
- Official site of LLC Adidas.;
- 2 GIS.

Advertising on the internet is gaining popularity, so for LLC "Adidas" It has a lot of advantages. Yandex Company conducted a study, which showed the development in different regions of

Russia. To do this, we used the data of services Yandex. Metric, Yandex. News and directory Yandex. Maps, as well as information provided by the foundation "public opinion" (FPO), the research group TNS and Company GfK.

According to the FOM, in autumn 2016, 72.3 million Russians (62% of the country's adult population) used the Internet at least once a month, and almost 60 million people went online every day. Almost 6 million new users have appeared in the country for a year. The daily audience grew even stronger, with 6.7 million people. As of February 2017, 59% of the organizations registered in the Yandex. Maps directory indicated that they have their own website. A year ago, such organizations were 55%. Above all, the share of organizations that have a website in St. Petersburg, Moscow and the central Federal District. Thus, growth in regions (except Crimea) continues, and in capitals has slowed down.

So, above presented researches, show, that penetration of the Internet is great, therefore, this source favorably to use in advertising activity of LLC "Adidas". And marketers are actively using the above represented source in advertising activities. Let's look at some of them in more detail.

Consider such a source of internet advertising in LLC "Adidas", as a public page in VKontakte, a page on Facebook and classmates. The official page of VKontakte (Public page), classmates and Facebook contains such information as The latest news about Adidas LLC, its actions and events, for example: "Adidas" LLC took part in the parade dedicated to the celebration of the 71 anniversary of the victory in the Great Patriotic War "; Photos and videos about and fresh events. Page VKontakte has so far 5579 "friends" and 24 subscribers. Facebook page contains 1741 friends and 30 followers and classmates-98 friends.

Studies were also conducted on the demographics of the audience. They showed that the demographics of the audience corresponds to the target audience of LLC "Adidas", which is a definite plus. Consequently, marketers have chosen the content of the page correctly (Figure 6).

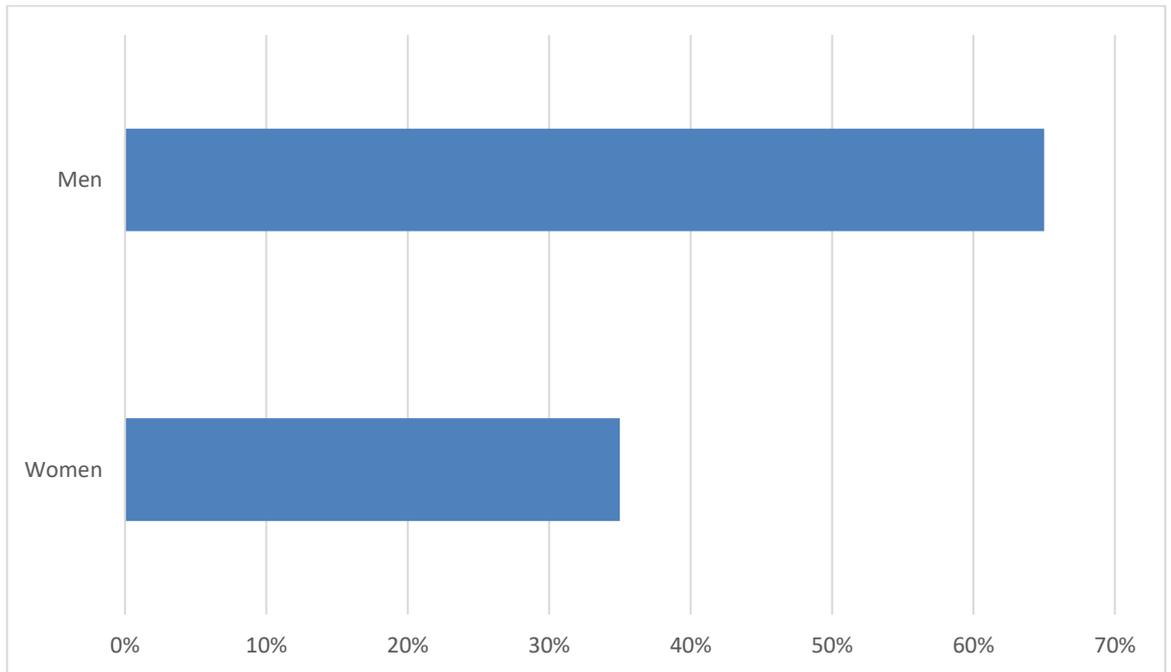


Figure 6 -Demographics of the social pages of ADIDAS LLC.

The geography of the audience of pages in VKontakte, Facebook and classmates for a month is presented in figure 7. As you can see from figure 7, the largest part of the social page's audience is from the Tyumen and St. Petersburg, respectively 27.7 and 26.5%.

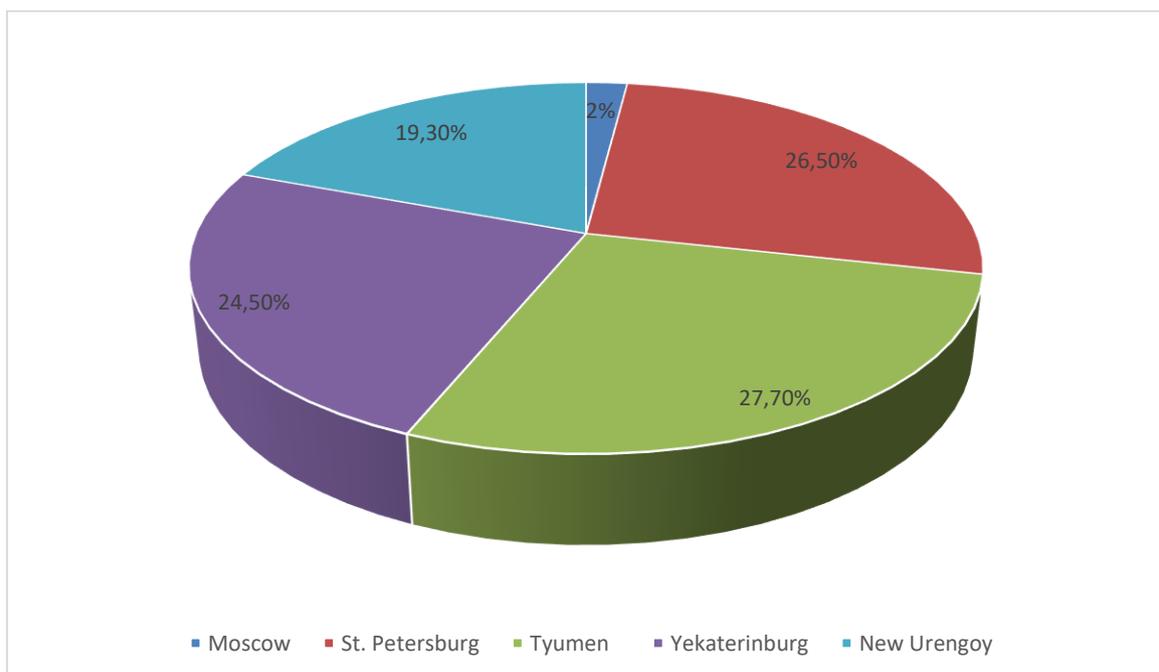


Figure 7-The structure of the geography of the audience pages VKontakte and Facebook for the year 2017

Thus, we can conclude that SMM promotion for LLC "Adidas" as a number of advantages, and a number of disadvantages. Of the advantages can be noted:

- Free registration and use of the page on the site;
- Each registered user VKontakte in the left sidebar has a block of "interesting pages", which displays the five most visited public pages. In this block can be hit by publics, but not the group,i.e. This is like an additional advertising page on users ' pages;
- One of the main advantages is the fact that the research company SimilarWeb, which analyzes sites and mobile applications, has determined the rating of the most popular sites in the world and revealed that Facebook and VKontakte are among the leaders;
- The official page of LLC "Adidas" in VKontakte or on Facebook is not an explicit advertisement for the consumer, accordingly they more trust the information provided;
- Wide coverage of our target audience (by geographical and demographic characteristics);
- Targeting, that is, screening out the audience that does not belong to;
- Having a quick feedback from the target audience, allowing marketers to instantly respond to the wishes and comments of consumers.

Of the shortcomings of the official pages can be singled out the following:

- To achieve the necessary results for promotion and its services on the official pages requires a considerable amount of time;
- After the effect of the achieved results marketers need to perform a permanent job: updating information, publishing articles, posts and so on;
- It is impossible to predict the results by 100%;
- Less popularity than with the usual search promotion;
- A high probability to spoil the reputation rather quickly, for example, incorrectly answering the user's comment;
- As shown by the analysis of page statistics in VKontakte and Facebook the geographical reach of the audience is small;
- There is a need to broaden the target audience by demographic profile.

The following kind of internet advertising in -is a WEB site of LLC "Adidas". The official site of LLC "Adidas" contains quite full information about all services and about the most:

- Characteristics of additional services;
- Feedback: That is, any visitor to the site can send a request to a marketing and sales officer, or directly to the Director;
- Detailed information about special offers;
- News
- Contact information.

In the period from March to May of the current year there was a complete modernization of the site. In connection with this, in order to assess the effectiveness of marketers with the site and its complete modernization, in the period from February 14 to May 26, 2018 was conducted a survey among 125 customers of LLC "Adidas", which reflects the evaluation of the functionality of the site, as well as the evaluation of Site with visitors. Respondents answered the following question: "What would you change in the site? ".

The results of the survey revealed a number of shortcomings and a number of advantages that inherent the site of LLC "Adidas". The disadvantages include lack of work on-line order-only 9% of respondents are satisfied with this function. and to the positive characteristics: the relevance of information and design of the site.

Consider the following type of advertising, which exists in LLC "Adidas" -a radio advertising. "Adidas" LLC works with such RADIO station as Dipole FM, Love Radio and Komsomolskaya Pravda. We will conduct a study of this type of advertising by several parameters: Average daily audience coverage, monthly audience coverage, daily coverage of radio stations of local radio programming, as well as research on social demographics of the audience.

First, the statistical analysis of radio stations shows that the average daily coverage of the audience dipole FM is quite high, as seen in Figure 8: A day radio station Dipole FM listens to an average of 80,000 people from 12 years. More coverage only Three other radio stations: Europe Plus (124.3 thousand people), Radio Shanson (111.4 thousand people) and Russian radio (110.3 thousand

people). While the radio stations Love Radio and Komsomolskaya Pravda have significantly less daily coverage: 21.3 and 19.4 thousand people.

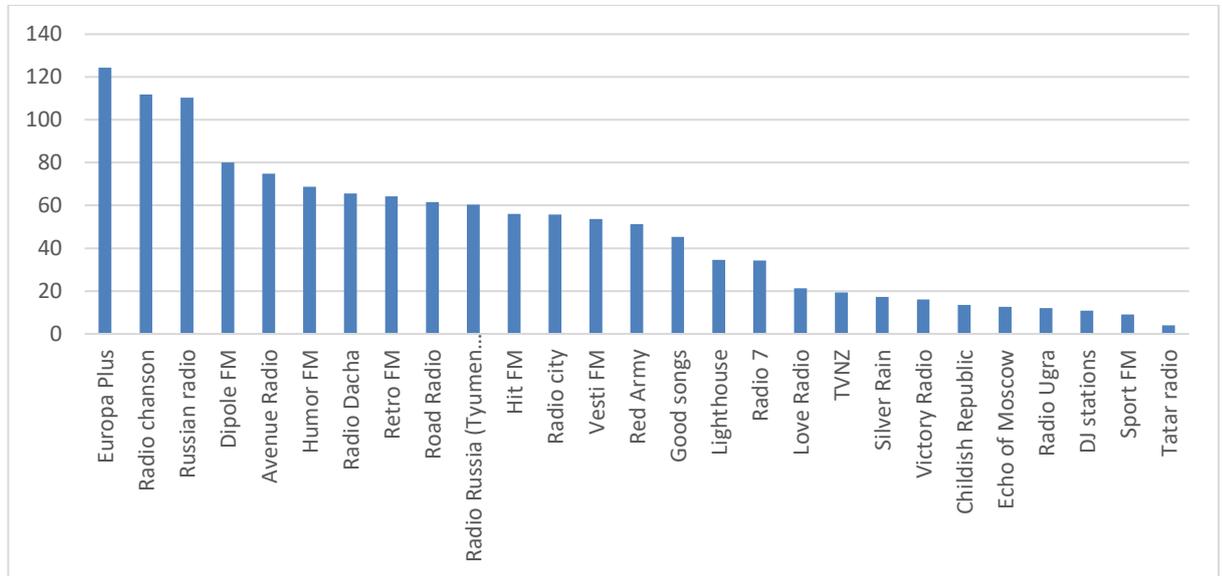


Figure 8 -the high-frequency coverage of radio stations among listeners over 12 years of age (thousand people)

The second parameter, which also reflects the greatest efficiency of the radio station dipole FM - is the monthly coverage of radio stations. As you can see from figure 9 a month radio station Dipole FM on average listens to 225 220 people from 12 years. While Radio station Love Radio and Komsomolskaya Pravda have a much smaller average monthly coverage: 75 and 55 thousand people.

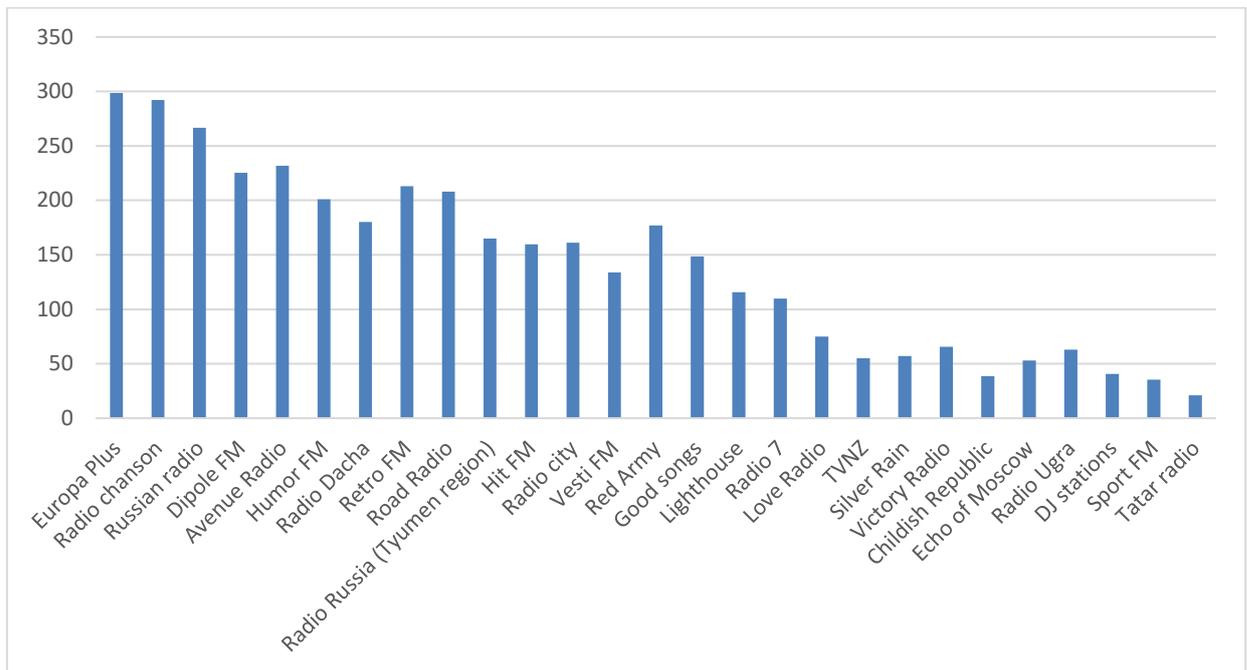


Figure 9 -monthly coverage of radio stations in thousands of people, among listeners over 12 years (thousand people)

The next parameter, which favorably distinguishes the advertising on radio dipole FM -is the daily coverage of radio stations of local radio programming. Dipole FM has the largest coverage among radio stations of local radio programming, namely 80 000 people. Socio-demographic profile of the audience is also suitable for the target audience of LLC "Adidas": 56% listeners of radio Dipole FM and the most common age of listeners in average 25-34 years, as seen in figure 10 and figure 11.

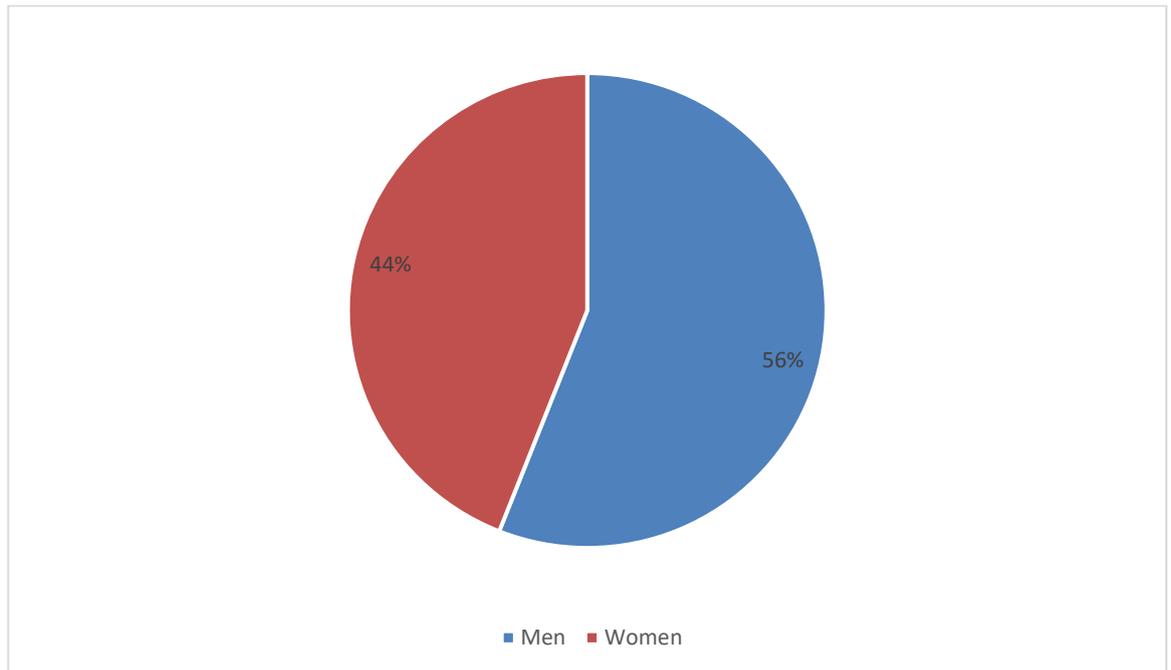


Figure 10 -the structure of the social and demographic profile of the audience by gender

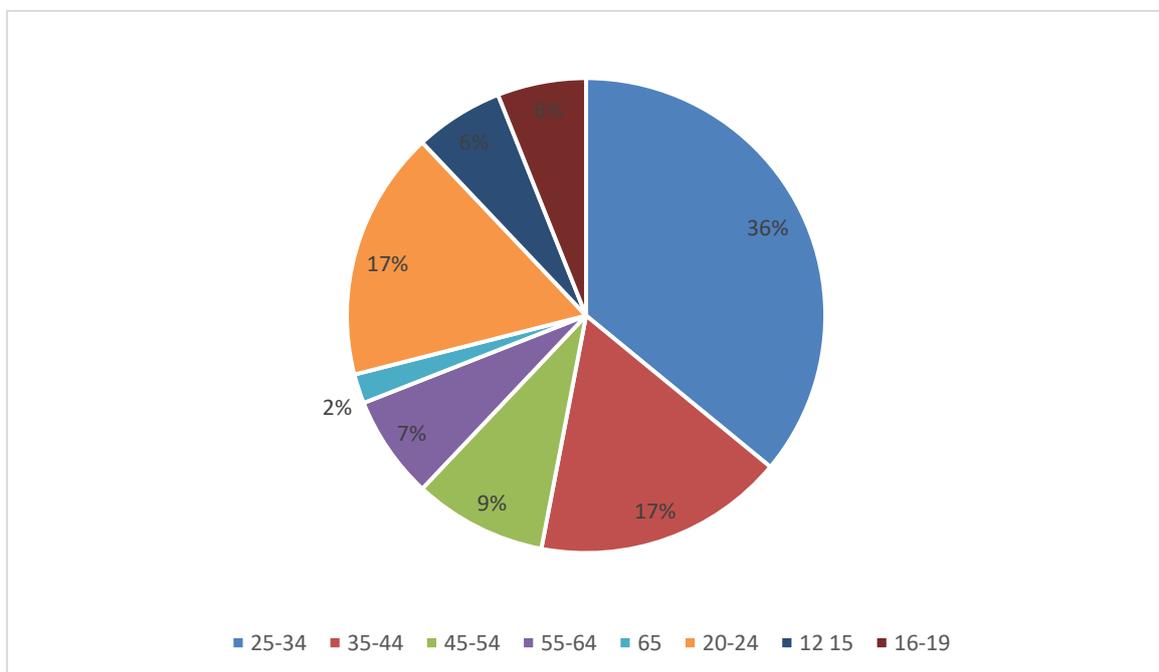


Figure 11 -the structure of the social and demographic profile of the audience by age

According to the social demographic profile the listener from the category of specialists and managers is important for Adidas. Dipole FM is also suitable for social demographic profile: Specialists 16.4 thousand people and leaders of 14.5 thousand people, as seen in figure 12.

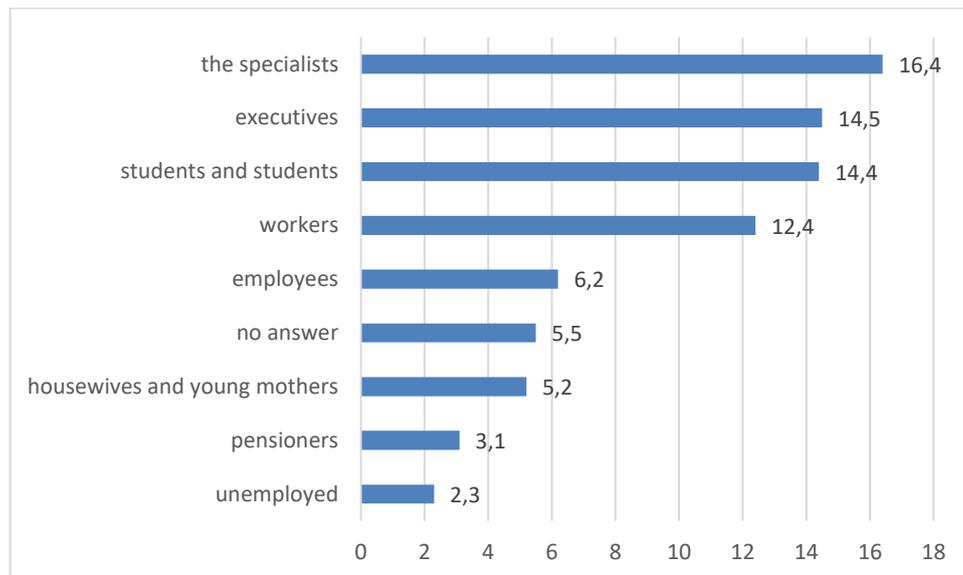


Figure 12 -Social and demographic profile of the audience on the social status of listeners

Summing up, the above mentioned, it is possible to conclude that the choice of radio stations for advertising "Adidas" is chosen correctly on all above presented parameters. The effectiveness of advertising activities of LLC "Adidas" was evaluated by a poll. The poll was conducted from March 2017 to May 2018 among 509 people. The age of respondents ranged from 25 to 65 years. The question answered by the respondents was: "From what source did you learn about the services of Adidas and about itself?" It was possible to give an unlimited number of answers.

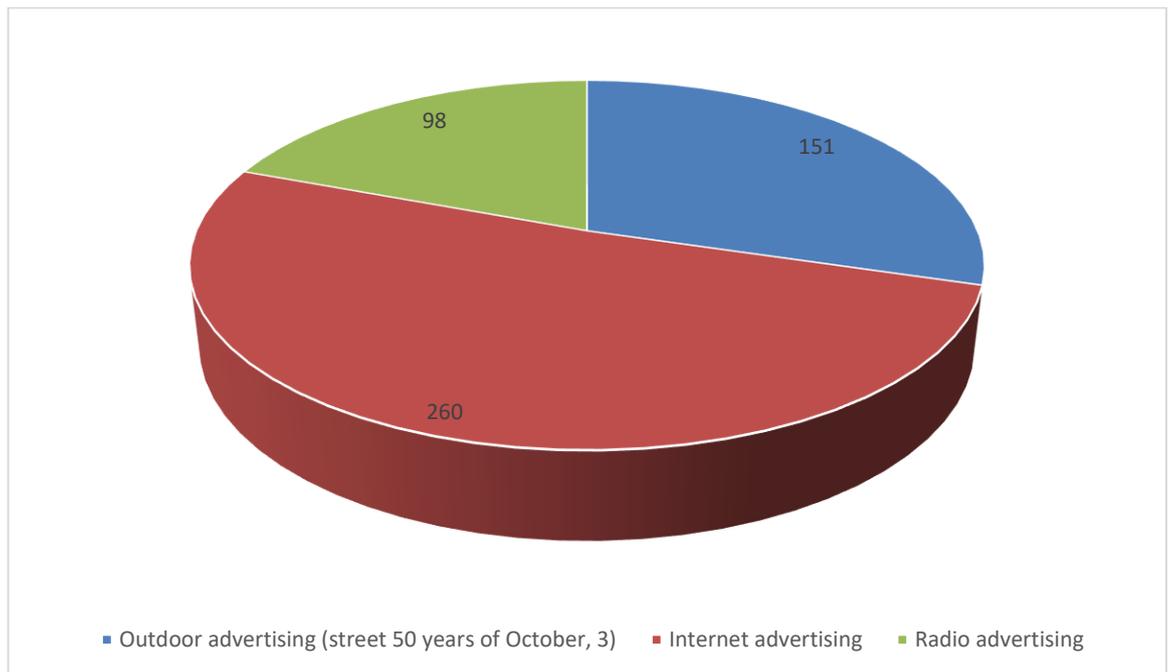


Figure 13 -Results of the poll on advertising: "From what source did you learn about the services of Adidas and about itself?"

So, the results of the poll showed that advertising on the Internet is the most effective (51.08%). This fact can be explained by several reasons:

- The work with Internet advertising is of permanent character;
- The Internet advertising is allocated a large amount of budget;
- Work with SMM- promotion and development of Web site is assigned to outsourcing.

Let's consider the second direction of advertising activity of "Adidas" -is financing of advertising activity. Limited marketing budget, lack of resources necessary to invest in advertising activities is reflected in the fact That the enterprise cannot fully use all channel advertising. Insufficient funding may arise in several cases: either the enterprise lacks the funds to develop advertising activities, or the management does not approve Development of this activity at the enterprise.

In order to find out if there is a similar problem with other organizations, in September 2017 a survey was conducted among 36 people who are managers of marketing and sales department or advertising service. The age of respondents ranged from 27 to 46 years. The question answered by the respondents was the following: "Are the advertising activities of your company sufficiently

funded?" The results of the survey showed that the companies in almost the same ratio either do not have enough funding or have. In addition, it was clarified that the marketing budget is either up to 500 000 rubles a year, or much more.

Despite the deteriorating economic situation in the country, the slump in the market was avoided, as the number of consumers of this kind of services from India, China and other eastern countries increased, as well as the unprecedented increase in the consumption of services Hostels and apartments and redistribution of demand for a lower price segment. The value of the sportswear market in the Tyumen region in 2016 amounted to 174.7 billion. Rub. The growth of the indicator slowed down significantly: if in previous years there was an average growth of about 13%, in 2016-only 8%. Such dynamics is due to the slowdown in the growth of natural market volume and prices.

The characteristic of the activity of Adidas, the functions, goals and main tasks of the company in the market, the main financial and economic indicators of the company are considered.

So, on the example of LLC "Adidas». The analysis of problems of advertising activity at the enterprise was carried out. During the analysis and the survey conducted among the clients and the expert survey among the managers, the following problems were identified:

- Insufficiency of financing of advertising activity of the enterprise;
- Inefficient use of outdoor advertising placed on the street 50 years of October 3;
- Not enough full use of such an effective source of advertising as the Internet.

Thus, we can say that there are several problems in this enterprise that require an operational solution.

3. Development of actions on perfection of advertising activity of LLC "ADIDAS".

To identify problems of marketing activity we will conduct expert poll. The target sample size amounted to 35 people. The target sample included managers and heads of the departments of Adidas. The poll was conducted from March 2018 to May 2018. The purpose of the study is to study the expert opinion on the improvement of advertising for the development of the program to improve advertising activities of LLC "Adidas". The results of the poll are presented in table. 7.

Table 7 Results of the expert poll of the employees of LLC "Adidas" for 2018 year

2. Evaluate the following types of advertising on a 10-point scale :		
2.1 Site		
8 points	10	29
7 points	2	6
5 points	23	65
2.2. Outdoor Advertising (50 years of October street 3)		
8 points	25	71
7 points	10	29
2.3 Advertising on radio (Dipole FM)		
10 points	26	74
9 points	9	26
2.4 Advertising in social networks	35	20
7 points	27	77
6 points	8	23
2.5 What do you think should be changed in advertising activities?		
To use new types of advertising and means of its distribution	14	54
Radically change the strategy of advertising	1	2
To improve already available kinds of advertising	19	42
Nothing to change	1	2
2.5. If to improve already existing, what?		
Outdoor Advertising	29	82

Radio advertising	1	2
Internet advertising	5	16
2.6 If you create new types of advertising, what?		
Contextual advertising (Yandex direct)	27	77
Advertising in print	3	8
TV Advertising	5	15

Thus, the analysis of the results of the expert poll showed that, in general, advertising activity of "Adidas" LLC, according to experts, is quite effective (54% of employees rated advertising activity by 9 points).

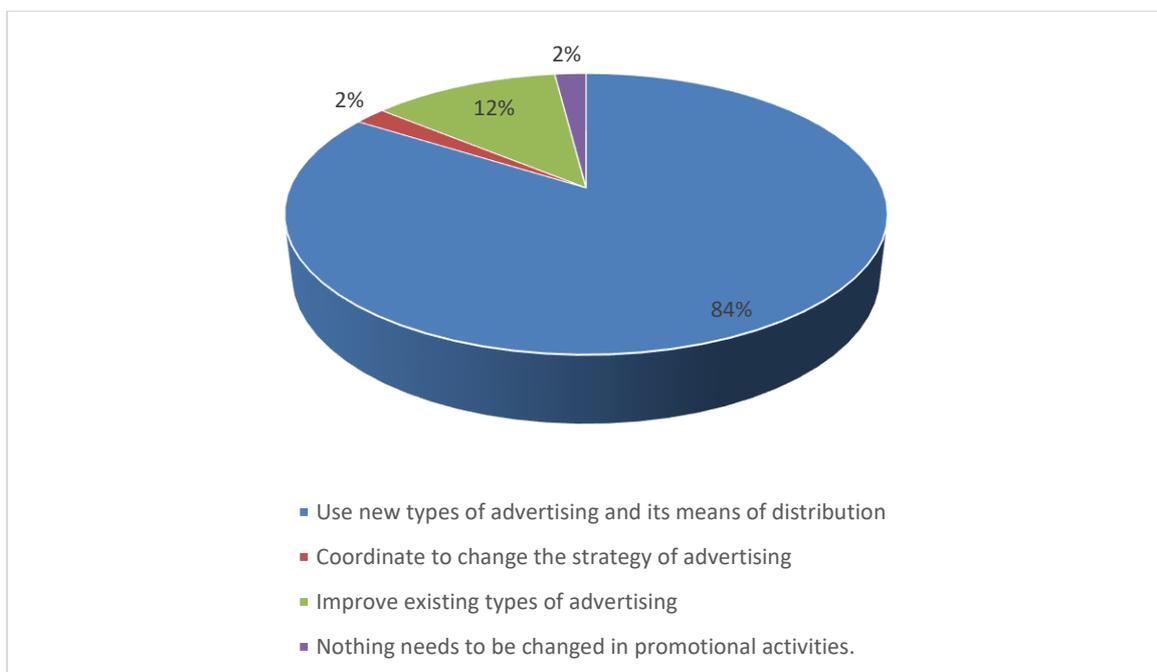


Figure 14 -Results of the expert poll on the topic: "What do you think should be changed in advertising activities?"

As you can see in Figure 14, most employees (84%) believes that to improve advertising activities need to apply new types of advertising and means of its distribution, some employees (12%) Agreed that it is necessary to improve already existing advertising. Only 2% of employees said

that it is necessary to radically change the advertising strategy of the organization and 2%, that change in advertising activities do not need anything.

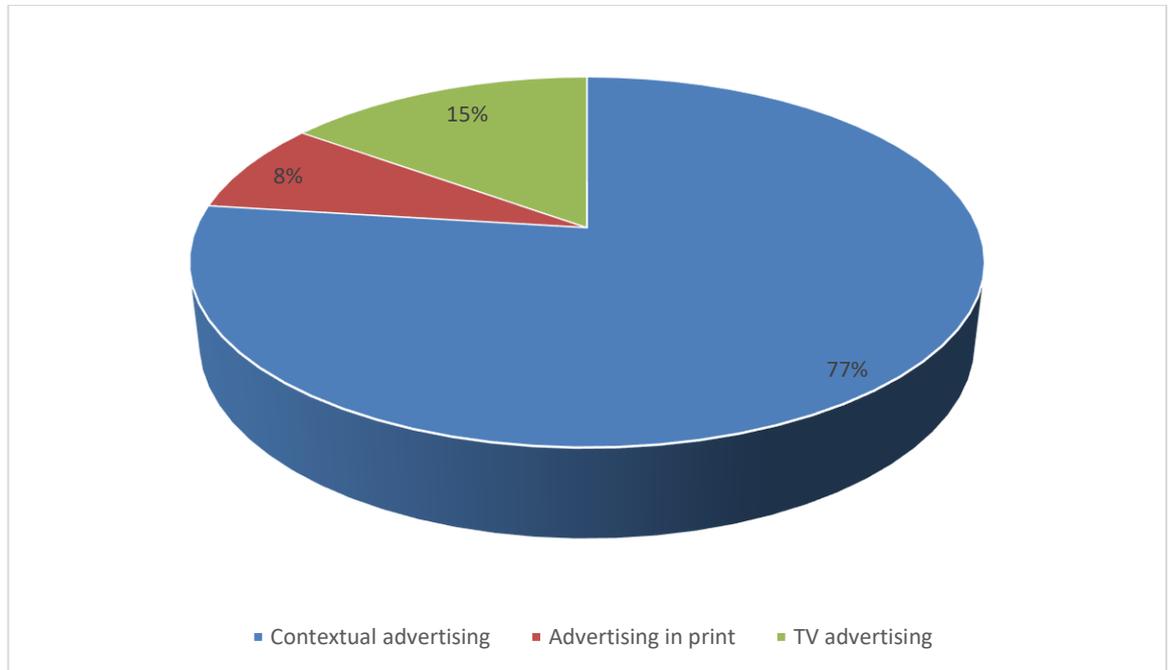


Figure 15 -Results of the expert poll on the topic: "If we introduce new types of advertising, what?"

From figure 15 you can see that 77% of experts believe that it is necessary to introduce to the enterprise such type of advertising as contextual advertising in Yandex. Direct. So, according to the results of the expert poll we can draw the following conclusions:

- In general, the employees rated the advertising activity on an average of 8, 5 points, which is above average;
- Most experts believe that new, more effective types of advertising should be introduced to improve advertising activities;
- To improve advertising activities, it was decided to introduce a new type of advertising- contextual advertising on Yandex. Direct

So, according to the results of the expert poll, considering the previously revealed shortcomings of advertising activity of "Adidas" LLC, considered in paragraph 2.2, it was decided to develop a few measures:

- Improve outdoor advertising, by placing the LED screen together with the greatest efficiency;
- To develop an advertising campaign in Yandex. Direct.
- Introduce a new type of advertising to the enterprise;

Next, consider the above events in more detail.

1) The first event: improvement of outdoor advertising. In the second chapter of the work it was revealed that the advertising on the street 50 years of October 3, is not working effectively. To determine which of the screens for advertising will be more effective, compare OTS (Opportunity to See) of all screens on which there is a possibility of advertising services-the total number of contacts/views of advertising media for a certain period (day, month or period of advertising campaign), is measured in thousands of contacts. The indicator includes both primary and repeated contacts.

And also, we will analyze GRP (Gross Rating Point,) of all screens-the cumulative rating of the advertising media for a certain period of time is defined as the total number of contacts with the advertising carrier, assigned to the total number of the target audience. It is measured in% or in points (1% = 1 point) or in decimal fractions (150% = 1.5). So, having researched indicators OTS and GRP. All screens, we get the following results (Figure 16, figure 17).

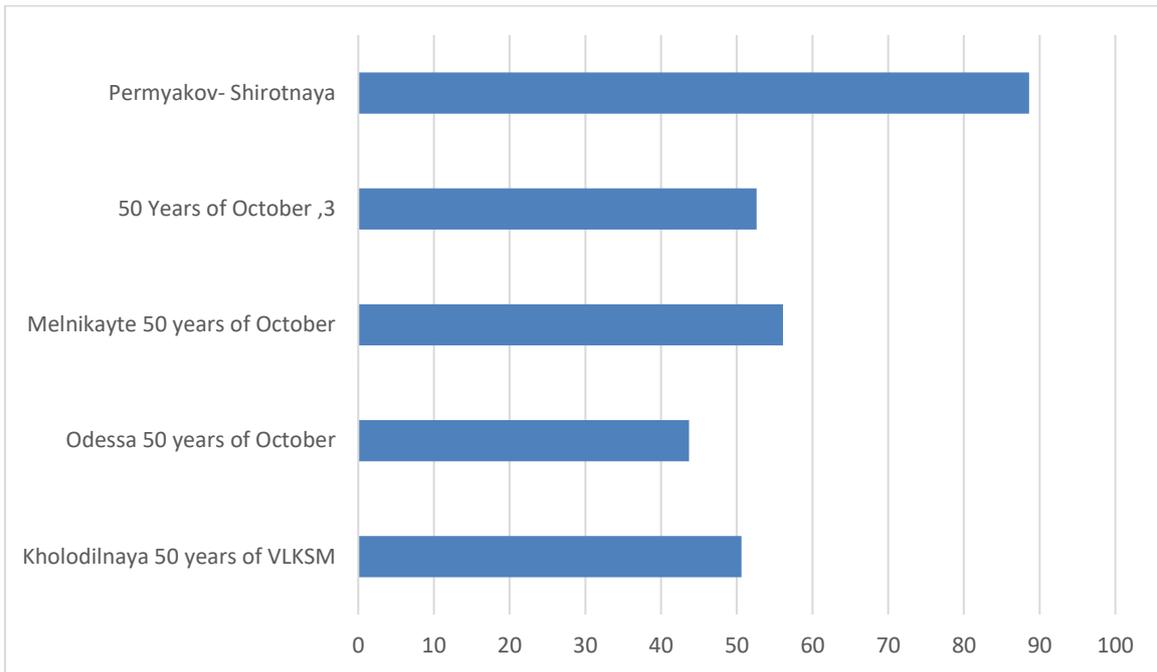


Figure 16 -daily audience screens of Tyumen Source: compiled by the author (thousand people)

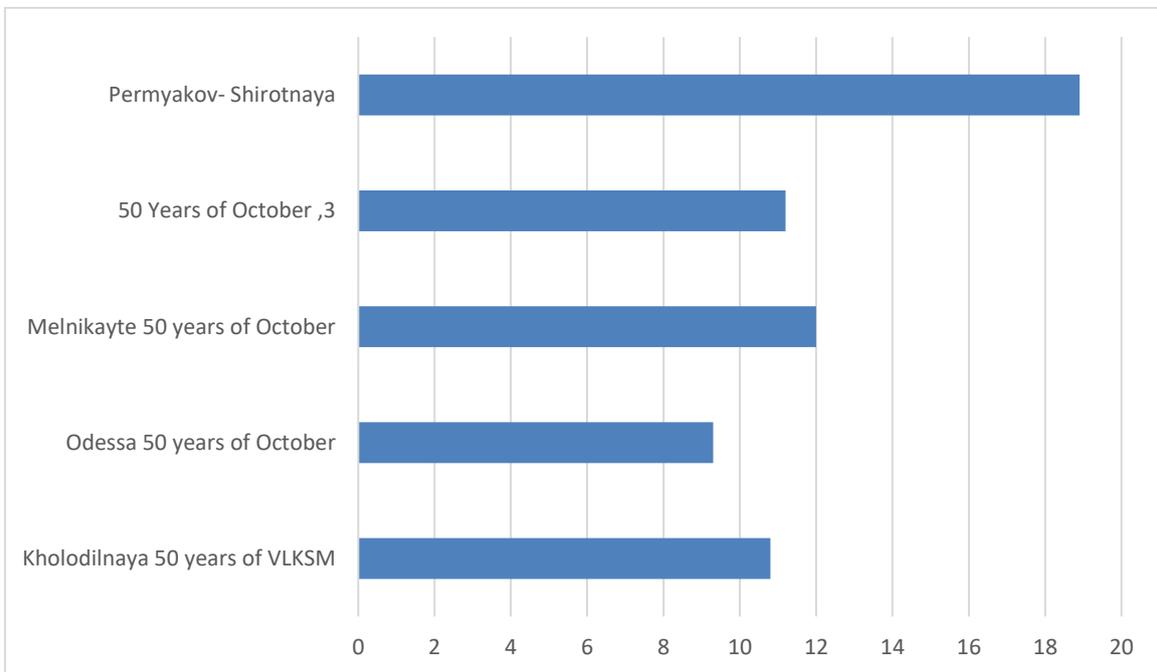


Figure 17 -Daily GRP of the screens of Tyumen City

So, as you can see from figure 16 and figure 17 the greatest daily GRP has a screen on the street Permiakov-Shirotnaya (18.9 points), as well as this screen has the largest daily OTS- 88, 6 thousand of contacts. In addition, factors that also reflect the effectiveness of the screen: the distance to the traffic light, the width of the roadway, the distance of visibility, competing designs, obstacle of review and others, show the effectiveness of the screen Permyakov-Shirotnaya. The final correction factor of the Permiakov-Shirotnaya screen equals 0.94.

Also explore the potential audience of the screen on the street. Permiakov-Shirotnaya (Figure 18).

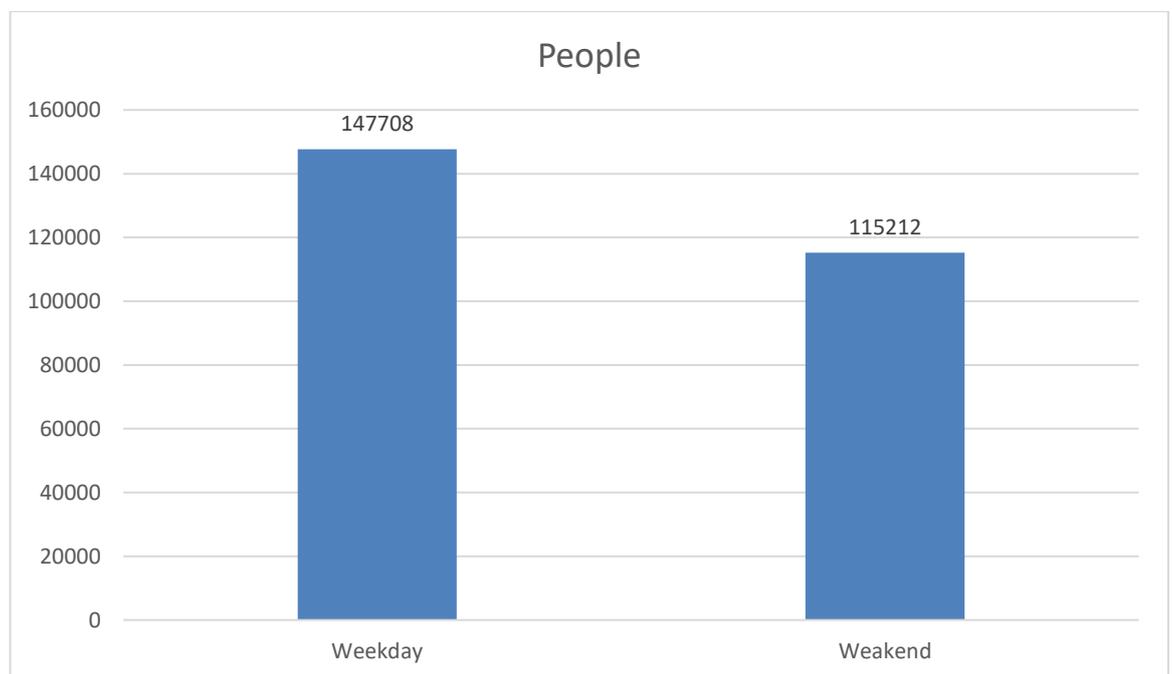


Figure 18 -the potential audience of the screen on Permiakov Street-Shirotnaya (average)

So, as you can see from figure 18, the potential audience of Permyakov-Shirotnaya is quite high on weekdays and on weekends-147 708 people and 115212 people respectively. In a week the potential audience of the screen is 878862 people, and in a month 3 515 450 Human beings.

The structure of the screen audience of Permyakov-Shirotnaya is also suitable for advertising the services of Adidas. As can be seen from figure 19 34% are foreign cars, 26%-buses and minibuses.

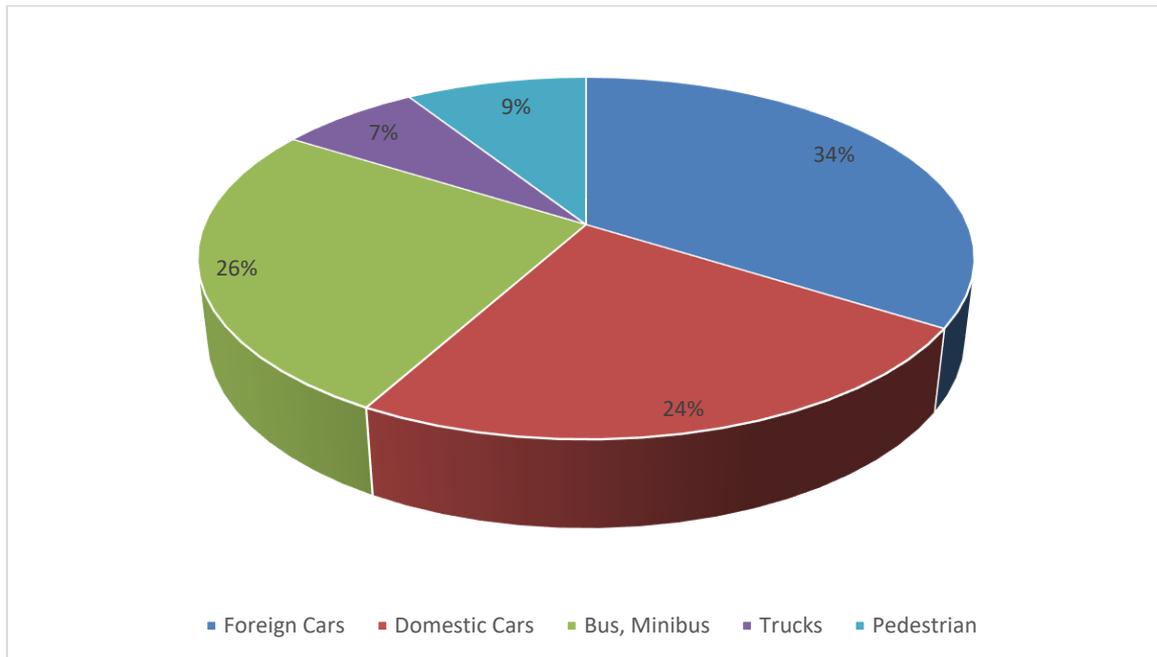


Figure 19 -screen audience structure on the street Permyakov-Shirotnaya

Thus, we can conclude that by placing an advertisement of LLC "Adidas" on the screen of Permyakov-Shirotnaya Street, the company will achieve more effect to attract potential customers.

2) Improvement of advertising activity by means of development of advertising campaign in Yandex.Direct. Use of "Yandex.Direct" to promote information about sports clothes. Yandex. Direct is a powerful tool of contextual advertising for many of the specialists in order to get maximum benefit. The essence of this type of advertising is that the ad is seen by those who Searches the internet for information about sportswear, which makes it possible to clearly identify the target audience and, accordingly, to increase efficiency.

Let's consider the parameters on which "Yandex. Direct" was chosen:

- Convenience;
- Does not require special computer skills to develop an advertising campaign;
- Target audience coverage;
- Lower amount of costs, than at banner advertising or with the help of partner networks;
- Maximum efficiency;
- Independent choice of strategy for advertising campaign;

- Targeting.

Further in more detail in table 8, consider the stages of creating an advertising campaign in Yandex. Direct. This variant of contextual advertising is formed based on those directions of activity, on which is SPECIALIZED LLC "Adidas", which bring more income in total volume of proceeds. The plan includes 10 positions. This option does not use the phrases the number of transitions that are predicted to be 1 or 0 times. If such are present, they have a low cost of a click.

Table 8 Stages of creation of advertising campaign in "Yandex. Direct"

Phase Name	Stage description
Brief description of the service	It includes the main essence of the announcement, when reading which from the first time it is clear what the advertisement is about.
Description of its advantages	Includes brief information about the key features of the offered service, as well as its differences from competitors
Keywords	Keywords are kind of helpers when searching the Internet. The best way to define them is to use the "wordstat" service, which also contains quantitative information about the number of Queries on a given phrase.
Useful details	Upload a photo, specify an address, phone, web site, specify a region.
Sending to Moderation	After the announcement is approved, it immediately appears on the Internet

Special attention should be paid to the service wordstat, which is oriented, in addition to ordinary Internet users, on users of mobile devices. Accordingly, we can conclude that, based on the indicators, this strategy is the most suitable for LLC "Adidas". As most buyers are active users of the Internet, in connection with globalization, growth of foreign trips and independent travels, contextual advertising in «Yandex. Direct» is the optimum choice for convenience as marketing department itself, and for the clients who, as a rule, value their time and do not want to long to look for various offers on the Internet. Besides, considering the competition, such announcement will win

several times the usual results of the search browser, as it is assigned a place at the top of the page (or the most visible sign).

As in paragraph 2.2 the problems of budgeting advertising activity of "Adidas" LLC were revealed, for advertising campaign in Yandex.Direct is proposed to use the strategy "weekly budget"-a more flexible strategy. When you select it, you assign Weekly budget) and simultaneously limit the bid for one click for the ad.

Conclusion

As a result of the work the specified purpose of the research is achieved, the tasks are fulfilled. In the work the theoretical aspects of management of advertising activity of the enterprise are studied. The classification of advertising and the means of its advertisement are considered. The author has systematized the types of advertising classifications in the scheme. The basic kinds of advertising on means of advertising are considered, and also it is clarified, that the greatest possibilities from all advertising carriers possesses the Internet as this carrier possesses the maximal achievement of the target audience, fast and Effective response tracking, instant message communication, high flexibility and interactivity.

The definitions of the concept "management of advertising activity" are considered, their analysis is made, and the author's definition is offered. Management of advertising activity of the organization is interaction of all participants of creation, planning and increase of efficiency of advertising activity of the organization, taking into account all peculiarities of goods, with the purpose of regulation of enterprise stability on Market of sportswear and bringing the advertising message to the target audience of the organization.

The characteristic of the activity of Adidas LLC, the functions, goals and main tasks of the company in the market, the main financial and economic indicators of the company are considered.

On the example of "Adidas" LLC. The problems of advertising activity at the enterprise were studied. The analysis and survey conducted among the clients and the expert poll among the managers identified the following issues:

- Insufficiency of financing of advertising activity of the enterprise;
- Inefficient use of outdoor advertising placed on the street. 50 years of October,3;
- Lack of full use of such an effective source of advertising as the Internet;

In addition, several surveys were conducted concerning the effectiveness of advertising activities of Adidas, as well as expert surveys to identify the main directions for the improvement of advertising activities of Adidas LLC. According to the results of the expert poll the following conclusions were made:

- In general, the employees rated the advertising activity on an average of 8, 5 points, which is above average;
- Most experts believe that new, more effective types of advertising should be introduced to improve advertising activities;

The study proposed a program of measures to improve advertising activities of LLC "Adidas", considering the identified shortcomings of advertising activities of the enterprise:

1. Improve outdoor advertising, by placing the LED screen in the place with the greatest efficiency, during the analysis of all screens of Tyumen, was identified most effective, where it was decided to place outdoor advertising;
2. Introduce a new type of advertising to the enterprise to introduce a new type of advertising, which implies partnership with sports delegations of tourists: placement of advertising on the delegation's website in exchange for a discount for accommodation in the amount of 5%;
3. To develop an advertising campaign in Yandex. Direct.

Thus, the specified purpose of the study is achieved, the tasks are fulfilled.

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