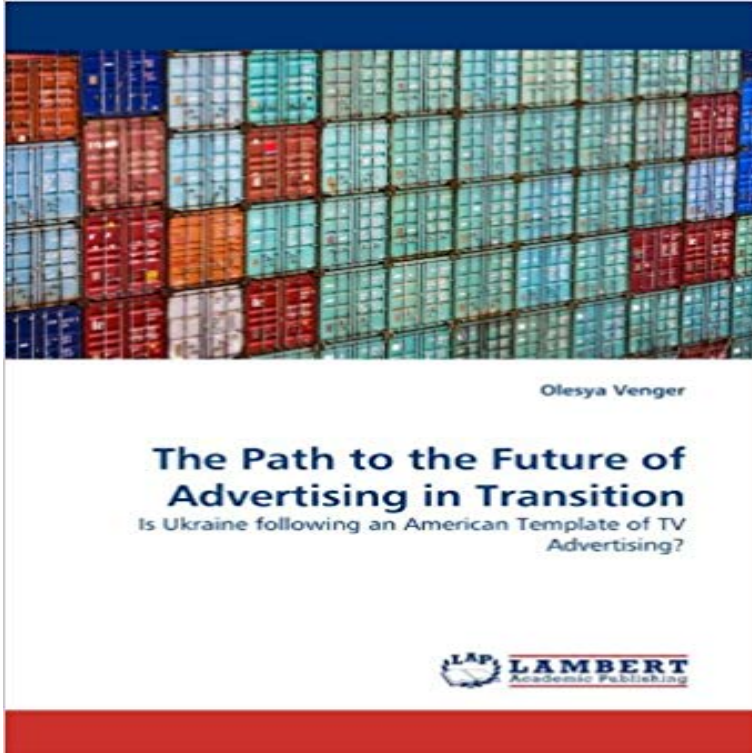


The Path to the Future of Advertising in Transition: Is Ukraine following an American Template of TV Advertising?



Ukrainians and Americans would probably agree that there is more than enough advertising on national television. This project relates current situation on Ukrainian TV with the situation on arguably one of the most advanced and commercialized TV markets in the world? the American television industry. The main idea is to show that Ukraine needs to find the right balance between quality programming and less annoying, but much more effective advertising. The goal of this research is to conduct objective assessment of the existing advertising strategies on Ukrainian TV with regard to their correspondence to the standards of efficient strategic communication. In order to do that, this project provides 1) definition of efficient strategic communication on TV; 2) comparison of typical programming grid on ABC and 1+1 during the same day 3) calculation of the main statistical parameters of advertising on ABC and 1+1; 4) determination of the representative advertising structure and dominant trends in social needs by means of establishing major advertising categories; 5) determination of the need and readiness to alter strategic communication on 1+1 for the sake of higher efficiency.

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