of advertising, ensuring recognition and accelerating entry to the markets of different countries, and by using that universal values the promotion of advertising campaign can be very successful all over the world.

**Bibliography**


ВЛИЯНИЕ КУЛЬТУРНЫХ РАЗЛИЧИЙ НА ЭФФЕКТИВНОСТЬ РЕКЛАМЫ

**Annotation**

В данной статье рассмотрены проблемы адаптации иностранной рекламы на отечественном телевидении. Цель данного исследования — показать, как культурные различия могут повлиять на привлекательность иностранной рекламы в другом культурном пространстве и выяснить, необходимо ли адаптировать рекламу для другой культуры. Рассмотрены основные приемы, используемые в рекламных роликах парфюма. Исследование сфокусировано на реакциях потребителя, посредством которых выделены и объяснены культурные различия в одной данной категории товара. При помощи типологии культур Эдварда Холла проанализированы особенности высококонтекстуальных и низкоконтекстуальных, а также монохронных и полихронных культур в отношении рекламы парфюма в США и России. Выявлены культурные ценности, которые проявляются в рекламе парфюма в России и в США. Проанализировано мнение аудитории США и России о данной рекламе парфюма, выделены различия и сходства в восприятии зарубежной рекламы обществом. В результате анализа была выявлена степень влияния культурных различий на привлекательность данной рекламы.

**Keywords:** культурные различия, адаптация, высококонтекстуальные и низкоконтекстуальные культуры, монохронные и полихронные культуры

УДК 659.44

**ANALYZE OF TOOLS OF ECUADORIAN GOODS PROMOTION IN RUSSIA**

*(AT THE EXAMPLE OF THE FLOWER MARKET)*

**Abstract**

The article analyzes tools and strategies of communication being used to promote Ecuadoian goods in Russia at the example of flower market. Ecuador is one of the most important and biggest flowers producers in the world, and Russia is one of the most important markets for that country. The articles focuses on the search of effective approaches, principles and tool of promotion of goods from Equador in Russia as well as on understanding of the current state of affairs in that field and the weaknesses of that process.

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Ecuador exports different products to Russia, but the most spread and popular are shrimp, fish, banana and flowers. According to the data of Central Bank of Ecuador [1], in 2017 very significant annual growth of sales of that products in Russia was recorded: flowers – by 33 %, frozen fish – by 11 %, chocolate – by 25 %. The total exports of Ecuador to Russia grew by 15.2 %, up to 448 million dollars, compared to 389 million in the same period of the previous year.

Russia is one of the world’s largest consumers of flowers. According to Global Research Consulting, the physical volume of the national market in 2015 amounted to 1.77 billion pieces. In recent years, this figure has remained stable, changing only by 2-5 %. At the same time Russia is the second country in the world in the number of purchases of flowers from Ecuador. Most of them are roses. Every year, the number of exported flowers grows by an average of 15 %. Experts believe that, despite the decline in profitability, sales of flowers in Russia will grow in the medium term. BusinessStat analysts predict that by 2019 they will reach 2.16 billion units (+23.1 per cent in 2014) [2]. The lack of sanctions related to these products and favorable partnership between Russia and Ecuador in the field of the economy contribute to the increase in the consumption of flowers from Ecuador.

At the same time, however, the flower market in Russia is highly competitive both for Russian wholesalers and retailers of flowers, and for supplier countries. The main competitors of Ecuador in this market are the Netherlands, Kenya and Colombia. In this regard, the search for ways to effectively promote flowers from Ecuador in the Russian market becomes particularly relevant. On the other hand, flowers from Ecuador are sold in Russia quite successfully, that’s why its promotion can be considered as a model case in the study of the promotion of goods from Ecuador as a whole.

The methods, used in the article, are content analysis of internet-sights and other platforms, as well as social networks accounts of the companies selling equadorian flowers in Russia. Also in the research the case study was used: the communication mix of different levels (wholesale and retail) flowers sellers was considered and analyzed. The research assumes the special emphasis at the communications of the large wholesale companies, because it’s them, who decide, in what country to buy flowers and it’s also them, who implement its further promotion for the retail segment. For that purpose we analyzed the internet-sight, social networks accounts and communication mix in general of such the companies as “Ecuador Flowers”, “RuFlora”, “Flora-optom”.

Russian flower market is characterized by high seasonal dependence, lack of constant demand for flower products, unlike in Europe, for example. In Russia, the demand for flowers is traditionally lower compared to the demand in European countries. The reason for this is the low consumption culture. Russians buy flowers mainly in connection with specific solemn events and official holidays. However, in the last few years, habits have started to change, and consumers have started to buy flowers in a greater variety of purposes. Thus, the Company BusinesStat considers the main drivers of growth of the flower market in Russia in the coming years, the development of the segment of floral services in the country, as well as the change of consumer habits: if traditionally flowers were purchased exclusively on holidays, now they are often bought without reference to the date, and as a sign of attention and commitment. In addition, according to Eventus Consulting, retail sale of flowers is carried out mainly through small stalls and flower pavilions (65-70 %). However, the share of shops and salons is gradually increasing, reaching 20 % in some regions. Flower boutiques are becoming popular in major cities [2].

Flower market in Russia is represented by the following types of products: cut flowers, potted plants, seedlings of ornamental shrubs and trees, ready seedlings of flowers, including vegetable crops, bulbous plants, seeds, accessories for florists and gardeners. Ecuador imports, first of all, cut flowers and potted plants. The market is divided into 4 main segments: owners of flower tents and pavilions, owners of flower shops, owners of small flower bases, large wholesale

**Keywords:** Ecuadorian goods, promotion, communication strategy, flower market.
companies. Wholesale companies work with the following types of sales companies: small wholesale companies, as well as shops, shopping centers with departments of flowers and plants. The attention of wholesale companies is focused mainly on working with large customers (small wholesale companies, flower bases), which provides them with large sales volumes, and, therefore, profit [4].

Let’s consider the use of integrated communications in the promotion of flowers companies of the wholesale and retail segments.

**Wholesale segment**
- Direct marketing: sending by e-mail of the price lists, information on current special offers, new products.
- Advertising on the Internet: promotion through the official website of the company, promotion of the company’s website in the main search engines through SEO and contextual advertising, advertising on thematic platforms, as well as accounts in social networks.
- PR-events, including participation in flower exhibitions, the main of which is "Flowers Expo" in Moscow, the organization of seminars, workshops.
- Distribution of promotional and souvenir products. To create a positive image the wholesale companies have a strong focus on low budget marketing: production of branded calendars, posters, catalogs and brochures with the attached products, pens, cups, flash cards etc.

In general, we can say that to work with the owners of shops, flower bases the most effective tools are direct-marketing, methods of sales promotion, while to work with large wholesale companies – the exhibitions and advertising on the Internet.

At the same time, we can say that the promotion in the wholesale segment of the flower market is insufficient. It is carried out mainly on the Internet, participation or organization of special events is a rare phenomenon for wholesalers.

**Retail segment.**
The price in the retail segment is determined mainly on the basis of competitive parity. The following methods of promotion are used:
- Advertising on the Internet, represented by banner and contextual advertising, official websites of the companies, if it is an online store, as well as accounts on social networks;
- Advertising in specialized magazines;
- Distribution of leaflets in areas of high traffic (near the metro, shopping centers);
- Price methods of sales promotion: attractive conditions of purchase for consumers.
- Non-price methods of stimulation, such as the opportunity to participate in the design of the bouquet, free shipping, etc.

Thus, each trade format is characterized by a specific set of promotion tools. For flower shops it is advertising on the Internet, non-price methods of sales promotion; for flower bases – the distribution of leaflets and offering of the attractive prices of the products; for flower tents – one-time discounts, "word of mouth".

Analysis of the communication policy of wholesale flower suppliers from Ecuador showed that these companies usually emphasize the advantages of flowers exactly from this country. This is done mainly in the texts on the official and thematic sites. However, this is done, mostly spontaneously, whereas, in our opinion, it makes sense to form a consistent strategy of positioning flower brands from Ecuador through the brand of the country as a whole. An analysis of the advantages of flowers from Ecuador and cooperation with Ecuador in General, referred to by the companies reviewed, will help to understand why. *The following advantages are highlighted:*

- Easy acquisition due to the lack of sanctions and good partnership between Ecuador and Russia;
- Optimal natural conditions and good ecology, providing the highest quality of flowers, including a large size of stems and buds, a long period of preservation of freshness, the ability to tolerate transportation;
- Variety of sorts and colors;
- Compliance with international standards, use of modern technologies, quality control;
- Popularity and image of Ecuador as a sunny country with magnificent nature.

As negative sides it is noted:
- Relatively high price due to transportation.
- Absence of noticeable fragrance due to the need to defrost after a long transportation.
- The tendency of manufacturers to rigidly dictate the terms of purchase with respect to the product range.

- Unlike Dutch, for example, because of the large size is not very suitable for bouquets.

Thus, it can be seen that both the disadvantages and advantages of Ecuadorian flowers are due to the characteristics of the country of origin. In General, the country's brand works to increase the popularity of Ecuadorian flower products. It should be noted that since 2010 Ecuador has a clear positioning strategy, reflected in the program “Ecuador loves life” (“Ecuador ama la vida”). As part of this program, a bright logo of the state was developed. It is built on seven concentric multi-colored circles, which consist of various elements of ancient Indian beliefs, such as sun, earth, life, diversity in all its manifestations, fabric, flowers, fauna. This logo is used by some wholesale suppliers of flowers from Ecuador (presented on websites), in particular by the company "Flora-Optom". However, such companies are still in the minority. In full use the potential of the concept "Ecuador ama la vida" (holding special events based on the concept, the use of the slogan and logo in promotional products) is only Russian companies-sellers of bananas.

“We are a country full of colors. In the logo of Ecuador, you can find all the colors that the human eye can perceive. This symbol of our small country reflects the whole world”, – said the Minister of tourism Freddy Elers. Thus, the authorities want to present Ecuador as a country that loves life, and to open in different parts of the world the So-called “Houses of Ecuador”, where you can get acquainted with the culture and products of the Republic [3].

To date, “Ecuador houses” have not appeared in Russia, and the concept of “Ecuador ama la vida” is very little used in the promotion of goods from Ecuador, in particular flowers. In our opinion, it makes sense for companies to rely more on this concept, as well as on the advantages of the country as a whole in the promotion of goods from Ecuador, in particular flowers.

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Today products which became popular with help of beauty bloggers occupy about 25% of the turnover of cosmetic online stores if counted in monetary terms. The approach to marketing has radically changed when sellers of cosmetics realized this fact.

The influence of social networks on consumption in beauty industry and personal care was considered in this article.

The article assesses the role of marketing influence today. Now tools of promotion are changing and traditional methods already don’t work. The attitude to the advertising itself and to the search for products is changing too. According to the results of modern surveys many bloggers talk about the great popularity of their posts with advice about buying cosmetics as well as cosmetic reviews and stories in Instagram with reviews of the using beauty products. Consumers say that with a large selection of goods it is difficult to decide what to buy and then they looking for help in the Internet in social network firstly. According to the results of quantitative surveys, if young women try to find beauty service, she search it in social networks, not in Google. Also in social networks a large number of ways of manipulation and introduction into consciousness of consumer. That is why marketing of influence for today is the most effective tool in promoting cosmetics and personal care [2].

**Keywords:** Social media marketing, marketing influence, Social Networks, Bloggers, Advertising in Social Networks.

The relevance of the study is caused by the formation and development, both in our country and in the international space, of a new communication environment, new form of communications, the invention of new tools of promotion and PR.

Today, in connection with the emergence of social networks and bloggers, the tools of promotion and advertising have changed significantly, the marketing of influence is gaining momentum.

The main purpose of research is to find out the degree of influence of bloggers on sales in the field of cosmetics and care for themselves.

For the first time, the marketing of influence began to speak after the publication in 1940 by E. Katz and P. Lazarsfeld of the work «The Choice of People». They proposed a model of a two-level information movement: ideas are passed from the media to opinion leaders, and from them to the broad masses [1].

Since the middle of 2015 on the Internet there has been an explosive growth in demand for marketing influence. The analysis of the number of users' appeals on the request of «influencer marketing» shows that over the past 1.5 years interest in this topic has grown approximately 4-fold [4, p. 57]. At the same time, print advertising is less interested, and for PPC (Pay-per-click also known as cost per click (CPC), is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher (typically a website owner or a network of websites) when the ad is clicked) advertising there are no changes how we can see on Picture 1.