

**I. Garanina**

*Senior Lecturer,*

*Open International University of Human Development "Ukraine"*

**T. Dibrova**

*Candidate of Economic Sciences,*

*Associate Professor at the Department of Industrial Marketing,  
National Technical University of Ukraine "Kyiv Polytechnic Institute"*

**A. Ilienکو**

*Candidate of Physical and Mathematical Sciences,*

*Associate Professor at the Department of Analysis  
and Theory of Probability,*

*National Technical University of Ukraine "Kyiv Polytechnic Institute"*

## **AUDIT OF ADVERTISING ACTIVITY: A MODEL TO ASSESS THE EFFECTIVENESS OF THE ADVERTISING CAMPAIGN**

The purpose of the advertising activities of any business is to obtain high efficiency of these measures, both economic and communications. It is possible to value the effectiveness of advertising by marketing research. However, the major problem appears to be selection of indicators to assess communicative coefficient and media figures. This problem is solved in the paper.

The authors determined the indicators of efficiency of advertising. Also, the authors constructed a mathematical model that describes the process of determining the impact of advertising of the company as part of its audit.

Advertising activity is a complex and multifaceted process. Authors offered fulfilling the audit of advertising activities at each stage of planning the advertising of the company. The article provides audit of advertising activities described

as consistent in time, constantly repeating procedure.

The authors point out that the evaluation of advertising effectiveness requires compliance with three principles of assessment: first, parallel communication measurement and economic effects, second, the evaluation of efficiency should be comprehensive, third, evaluation of the effectiveness of advertising is phased, sequential procedure.

All indicators introduced by authors, except carrier's frequency, are dimensionless units. They are formed either as a ratio of the volume of the part of sample, which has a certain property, to the total volume of sample, or as empirically evaluated levels of attitude to brand, advertising message etc. The only exception is a measure of the frequency of advertising medium that is measured by the number of contacts.

The authors evaluated media audit in general. The coefficient of campaign as the ratio of evaluated indicators of communications efficiency and the amount of evaluated indicators of media audit was determined.