

Problems of the Monitoring of the Outdoor Advertising

Summary

The article concerns the problems of the Monitoring of the outdoor advertising as a comparatively new branch in the field of economic statistical researches. The aim of the monitoring is to provide conclusions about the volume and the structure of the equipment of the advertising and the situated over them advertising posters. The results of the Monitoring are put in practice in the analysis of the advertisement market, in the Sociology of Communications and in techniques of the advertisement surveys.

The presentation can be divided in two parts - theoretical, where the problems of the Monitoring are encountered and analyzed, and practical part that illustrates the results of a really organized Monitoring of the outdoor advertising with concrete results, analyses and conclusions.

The mentioned specific problems of the advertising market are:

1. Defying the *model* of statistical observance.
2. Defying the *object* of the observance.
3. Choice of *statistical indicators* and *classifications/groupings*.
4. Developing of *statistical indexes*.

In the process of Monitoring are defined two aggregates: an aggregate of the advertisement equipment and an aggregate of the situated on it advertisement placards.

The choice of **model** of observance of the advertisement equipment depends on the structure of its aggregate and because of the lack of such information it is accomplished through the method of deduction.

For the registration of the initial intelligence as most suitable is pointed the combination of the expedite method and the method of correspondence.

The problems with the **choice of the object** are how to distinguish the equipment of the outdoor advertising - here the criteria is the proper definition* and how to distinguish the outdoor advertisement from other advertisement-criteria are the technical bearer, the consumers and the property of the place where the advertisements are situated.

* The author recommends the definition of the European Association of the Advertising Agencies EAAA: "*Advertisement is every paid form of controllable influence, carried out through the means of the mass communication, for presenting and necessitating of goods and services fulfilling the interest of ostensible source.*"

The great variety of **indicators of observance** over the aggregate of advertising equipment and the aggregate of advertising posters explains the great number of possible groupings. They are mainly classifying, the most important of which are:

-One-dimensional - distribution of the advertising equipment by type, by belonging to a certain agency, by zones, by the type of advertiser, by the subject of advertising;

-Multi-dimensional - distribution of the advertising equipment by type and zones.

The **summing** inside the groups is accomplished by following the number of equipment units, the number of surfaces covered, the magnitude of the area and according to the relative shares.

The article points out and differences between the European and the Bulgarian standard. The Bulgarian standard is not strictly defined because of the lack of traditions.

The problem with the big variety of the types of equipment and posters conducted through the different indicators is taken into consideration in the characterizing of the outdoor advertising by relative and middle quantities. The variety requires the usage of group middle indicators.

The article also mentions approaches of accounting the share of one advertising agency in the general volume of the outdoor advertising: by the number of advertising equipment units, by the number of advertising surfaces and according to the magnitude of the advertising area. Each of them has its innate defects. To overcome them is taken out a relevant **index**:

$$R_i = \frac{\sum s_i}{S}$$

R_i - number of standard advertising surfaces of i -th agency

$\sum s_i$ - magnitude of the advertising area of the agency taken as a whole in m^2

S - middle surface of the advertising area in m^2

The theoretical part is detailed and follows strictly its plan. Immediately after it are placed the results of a Monitoring of the outdoor advertising held through out the Bulgarian Black Sea Coast in 1995. It is a concrete illustration of the problems mentioned in the first part.

After the survey of 266 advertising units, 418 advertising surfaces over total advertising area of 6155 m^2 are performed lots of groupings accomplished by different indicators that gave the opportunity to make various rich in context groupings. You can find three tables: **Table of the distribution of the observed equipment, surfaces and areas on the Bulgarian Black Sea Coast in the end of 1995 by type**, **Table of the**

distribution of the observed placards and surfaces on the Bulgarian Black Sea Coast in the end of 1995 by the type of the advertiser and Table of the distribution of the observed placards and surfaces on the Bulgarian Black Sea Coast in the end of 1995 by type of advertising agency.

Modified Table of the distribution of the observed posters and surfaces on the Bulgarian Black Sea Coast in the end of 1995 by the type of the advertiser.

N	Type of advertiser	Advertising posters	Advertising surfaces
		Relative share in %	Relative share in %
1.	Financial institutions	36.87	34.67
	- Banks	25.07	20.94
	- Insurance companies	11.80	13.73
2.	Soft drinks	8.85	18.46
3.	Cigarettes	15.04	13.53
4.	Ice-cream	3.54	2.78
5.	Others	35.70	30.56

The statistic data is analyzed. It is followed by conclusions about the weaknesses and advantages, privileges, differences between the shown data and similar data in Europe. The main conclusion is that the solving of the problems of the outdoor advertising is an iterative process whose starting point turns to be the Monitoring of the outdoor advertising held throughout the Bulgarian Black Sea Coast in 1995.

Now, seven years after the Monitoring took place, the situation has gradually changed. It has approached the European standard. Still the billboards continue to lead in number and advertising surfaces covered and MAG are the leading agency. You can rarely meet anonymous advertising equipment. The range of the advertisers has expanded. This market has become highly competitive. It has evaluated in terms of quality, supply and demand.

*Summarized and translated by
Ioanna Andreeva, fac. N5274, 46 group
International Economic Relations*