

**РЕКЛАМА И ПЪБЛИК РЕЛЕЙШЪНС КАТО ЧАСТ ОТ КОМУНИКАЦИИТЕ НА  
МОБИЛНИТЕ ОПЕРАТОРИ**

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**ADVERTISING AND PR AS A PART OF  
MOBILE OPERATORS' COMMUNICATIONS**

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**ABSTRACT**

Subject of analysis of this paper are the types of advertisings and public relations applied of mobile operators in Bulgarian. The work examines the different types of advertisings, the use of innovation networks and the role of foreign languages for the development of new mobile products.

**The aim** of this research report is to demonstrate through an analysis of the different changes of acceptance of products and services and customer's behavior.

**The following tasks** are solved in order to achieve this goal:

- Presentation of the role of different advertisings;
- Presentation of the role of different public relationships;
- Analysis of the advantages and disadvantages of ads and PR.

**The methods used** for achieving this goal and resolving the tasks are: analysis of advertisings and different PR activities, analysis of successful practices, comprehensive approach.

**Key words:** *PR, problems, sales promotions, incentives, advertising researches.*

**INTRODUCTION**

The objective of this work is to track trends mobile operators that seek to attract large number of customers. In some cases, operators use different types of advertisings and PR activities to achieve their goals. In other cases, they seek to establish and develop business relationships with partners, distribution and promotion of their products and survives. The question is which we want to answer is: If the different types of advertisings and public relations are leaving the realization of these goals. To establish what is the situation with mobile operators, we need to track the results of studies of mobile operators and the changes in thinking and behavior of customers.

When the business organizations think of advertisings and public relations, it is usually in regard to consumer products or resellers of these products. As providers of consumer products and services as well, they have had to adapt their advertisings and public relations to these non-consumer markets. The advertisings are becoming more creative, more innovative, more emotional, more interesting and more effective. The different global perspectives of public relations help of mobile operators in Bulgarian to create different business communications with their customers.

**DIFFERENCES BETWEEN BUSINESS AND CONSUMER COMMUNICATIONS**

Before we discuss how business communications are use, it is important to clarify exactly what the term refers to. The primary difference business-to-business and consumer-oriented communications is that the latter are generally targeted at those consumers who will actually use the product or service in its final form. To understand the role of advertisings and public

relations, consider what is involved in presentation a mobile phone, for example. While the mobile phone is the final consumer product, the tools used to promote it- advertising, direct marketing, sales promotion, public relations, personal selling and go on. The basic tools used to accomplish an organization's communication objectives are often referred to as the promotional mix. Also there are competitions among suppliers to gain the mobile phone manufactures' business. The problem is that there are views as stated by Mtel, Telenor and Vivacom that there is saturation of the market of telecommunication services and reducing the incomes of the population certainly does not help the business development of mobile operators in the country. On the other side of the telecoms reported as a negative factor changes in termination rates (connection workout.) Of national and international calls from July 1, 2012 that affect their revenues, for example.

The main objectives of the study are:

- To follow the interests of consumers in various mobile products and services;
- To analyze some of the trends in our country;
- To compare both types of trends;
- To describe different advertisings of mobile operators.
- To make some conclusions of mobile operators.

**Research methods** are analysis of survey interest in certain goods and services, benchmarking studies for different mobile services and analysis studies for branded products and also analyze the different types of advertising to create of the promotions.

**The main thesis** of the study is that mobile services are the main directive in electronic communication networks, each mobile operator aims to provide an effective mobile communication would not impede competition in the markets surveyed and improve service levels. Based on the stated corporate objectives, and analyzing a number of studies carried out during the period 2010-2013, establishing different trends in consumer demand and behavior. Exploratory analysis revealed specific consumer expectations and attitudes, clearly outlines high use of the product smartphones, due to the complex customer service through it.

### **ANALYSIS OF DIFFERENT TYPE OF MOBILE PHONES IN BULGARIA AND IN THE WORLDWIDE**

For the period of 10 months in Bulgaria (from May 2013 until May 2015) is an increasing interest of mobile phone firms Samsung and Nokia, while entering the 11th month of the life cycle of the product offered, there is a loss incurred interest in new products. It is entirely appropriate to ask what the usual length of fashion cycles is and what are dependent? One of the most comprehensive statements is a marketer R. Reynolds, who said: "The duration of a particular fashion cycle depends on the extent to which fashion meets a real need, consistent with other trends in society meets the social norms and values, and no technological restrictions in its development." Therefore, fashion products and services quickly noticed by the average statistical user perceived with great interest culminate in consumption, and then abruptly lost interest in them.

According to a new survey of agency Stat Counter, [7] conducted in 2013-2015, about 18.4% of global web traffic is from mobile devices, which is 6% more than in 2013 at the same time, fashion trend smartphones and tablets gradually replace PCs as the primary web at device users, which inevitably reflected in the growth in mobile Internet traffic. [2]

Estimates of specialist marketing by the end of 2015 smartphones worldwide will account for 1.4 billion were fully accurate. Fast forward force of mobile traffic, i. e. the increase in consumption of mobile services largely due to meet the needs of mobile communication. The most

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telling example of this is the use of the services of social networks such as Facebook active users of mobile devices. The explanation of this fact is found in the exceptional opportunities that are provided to individual customers, namely the ability to be mobile - mobile, and also have access to the Internet. Offering such a complex service exceeds the expectations of the average user. When analyzing the proposed scheme to use mobile internet becomes clear that almost anywhere in the world where mobile networks are widespread fashion trend is to increase consumption. The highest rates were observed for users in Africa, consistently ranked Asia, North America, Europe and South America.

Data can be viewed in the following table:

| Country           | Increased consumption in % |
|-------------------|----------------------------|
| Africa            | 12.5 %                     |
| Asia              | 8,5 %                      |
| Pacific Islanders | 7,6 %                      |
| North America     | 5.4 %                      |
| Europe            | 4,5 %                      |
| South America     | 3,4 %                      |

Table 1: Increase in the consumption of mobile services.

It can immediately ask for the consumption made by Bulgarian subscribers by monitoring the use of smartphones and other mobile phones. According to the survey of the Bulgarian Agency for market research Pragmatica, [6] conducted in 2013-2015, i. e. the same time, 69.9% of consumers with smartphones in Bulgaria use the mobile Internet every day, 11.3% online 3-4 times a week and only 1.5% of smartphones owners do not use their devices to access the network. As to what is the time devoted to tablet to mobile smartphones and the PC via a study done by agency Com Score, [7] it is clear that Bulgarian consumers the most longer period of time devoted to computer second is the smartphones, but only third-tablet. Changes in individual trends can be depicted in the chart, which will establish that over three years the largest share in the growth in the use falls on smartphones and PC worldwide. This fashion trend, namely the growth of smartphones usage in America as well as growth in the use of computers in Bulgaria is explained by offering a combined service of post-war model technological means.

The main innovation in the service is that each user has the opportunity to combine mobile phone and a computer with Internet, use it in public places. Consumer attention is engaged in 2010 approximately 10 billion minutes of tablet 81 billion minutes with a smartphone and computers are separated 416 billion minutes per user. [4] In the next period of time indicators fluctuate in the following algorithm: 100 billion minutes of tablet 381 billion minutes for smartphones and 477 billion minutes of computer for one user. Therefore, the greatest growth is in use could observe a smart phone.

### THE ROLE OF ADVERTISING AND ITS IMPACT

The different types of advertising help the business organizations to present our products and services. For example, the greatest advantage of **TV advertising** is the opportunity it provides for presenting the basic advertising messages. The interaction of sight and sound offers tremendous creative flexibility and makes possible dramatic, lifelike representations of mobile products and services. TV communications can be used to convey image for a brand as well as to

develop emotional or entertaining appeals that help make a dull product appear interesting. Television is also excellent medium for demonstrating a mobile product or service. For example, print advertisements are effective for showing a mobile phone, iPhone, smartphones and communicating information regarding its features, but only a TV communication can put you in the mobile user's seat and give you the sense of actually using a mobile phone.

Radio also has much advertising, including selectivity, flexibility, and mental imagery and integrated marketing opportunities. On the other hand, radio is the most flexible of all the advertising media because it has a very short closing period, which means advertisers can change their messages almost up to the time it goes on the air. These advertisers can easily adjust their messages to local market conditions and marketing situations. But the potential advantage of radio that is often overlooked is that it encourages listeners to use their imagination when processing a commercial message. The idea is that when consumers hear the radio advertising, they will make the connection to the TV commercial, mobile's ads images. Image transfer offers advertisers a way to make radio and TV ads work together synergistically. This promotional pie is used by mobile operators in Bulgaria and shows how the image transfer process works.

Internet, like other media, has both advertisers and potential customers. Unfortunately, the actual degree of use and profiles of these groups is extremely difficult to determine. Estimates of advertising spending on Internet in the first half of 2011 vary, but most sources place this figure in the \$666 to \$710 million range, indicating triple-digit growth from the same period in 2010. Most of the advertisers are companies offering computer, mobile phones, other technology products and services.

### **THE SITUATION IN BULGARIA**

Through a survey conducted by Pragmatica [6] in Bulgaria among 560 people found that over 64% of respondents use smartphones under the influence of advertising, 29.2% of respondents aged between 18 and 24 years under the influence of Internet advertisements, 35.1% were aged between 25 and 34 years. One of the main conclusions of the study is that over 57% of smartphone owners use phones running operating system Android, as the second largest market share Apple's 12% share, and the third item is from Nokia, as their choice made under the influence of television and Internet advertising. The most commonly used brand smartphones are Samsung's 35.7% market share, the study of Pragmatica. The second position is Nokia's 17.8 percent market share, followed by HTC with 14.5 percent. It was clear from the data of "Mobile applications as a communication channel" - research agency Pragmatica, conducted in partnership with Digitribe.

In addition to these providers of audience information, advertising spender allows Internet advertisers to track competitive spending and provides insights into marketing trends and performances of Internet advertisers. Therefore smartphones and tablets gradually replace PCs as the primary web device that is perceived by ads. According to a new study of StatCounter 17, 4% of global web traffic comes from mobile devices, which is a full 6% more than in 2012 at the same time. Amid all these studies and reports, it is quite normal and more companies like Facebook, Apple or Yahoo, to invest more in mobile advertising.

### **THE NEW ROLE OF PUBLIC RELATIONS**

Public relations are a management function which evaluates public attitudes, identifies the policies and procedures of an organization with the public interest, and executes a program of action and communication to earn public understanding and acceptance. (offered by the *Public Relations News*) Different companies use the advertising and the public relation to present their

products and services, to present the changes in the organization, special events may be organized to create goodwill in the community, and advertising may be used to state the firm's position on a controversial issue. Moreover, in an increasing number of marketing-oriented companies, new responsibilities have been established for public relations. It takes on a much broader (and more marketing-oriented) perspective, designed to promote the organization as well as its products and services like the mobile operators in Bulgaria.

But why are the organizations so concerned with the public's attitudes? One reason is that these attitudes may affect sales of the organization's products. A number of companies have experienced sales declines as a result of consumer boycotts. Mtel, Telenor and Vivacom are just a few mobile companies that responded to organized pressures from the government, media and consumers too. No one company also wants to be perceived as a bad citizen. Corporations like mobile operators exist in communities, and their employees may both work and live there. Negative attitudes carry over to employee morale, and may result in a less than optimal working environment internally and in the Bulgarian community. But no structured program was evident in well over half of the mobile companies surveyed. As we noted earlier, the public relations process in Bulgaria is an ongoing one, requiring formalized policies and procedures for dealing with problems and opportunities. **Cutlip, Center and Broom** suggests a four-step process for developing a public relations plan: define public relations problem; plan and program; take action and communicate; and evaluate the program. Like the other elements of marketing, public relations have both advantages and disadvantages.

### ADVANTAGES AND DISADVANTAGES OF PUBLIC RELATIONS

Because public relations communications are not perceived in the same light as advertising – that is, the public does not realize the organization either directly or indirectly paid for them – they tend to have more credibility. The fact that the media are not being compensated for providing the information may lead receivers to consider the news more truthful and credible. For example, an article in newspapers or magazines discussing the advantage of a mobile phone may be perceived as much more credible than advertising for a particular brand of phone. But news about a mobile product may in itself serve as the subject of advertising. During the Olympic Games a lot of companies used favorable publicity from a variety of sources to promote its digital camera. A number of mobile operators have also taken advantage in their advertisements of high customer satisfaction ratings reported by J. D. Powers & Associates. But the cost of public relations is very low, especially when the possible effects are considered. While a company can employ public relations agencies and spend millions on PR, for smaller companies this form of communication may be the most affordable alternative available.

As with the other promotional elements, it is important to evaluate the effectiveness of the public relations efforts. In addition to determining the contribution of this program element to attaining communications objects, the evaluation offers other advantages:

1. It tells management what has been achieved through public relations activities.
2. It provides management with a way to measure public relations achievements quantitatively.
3. It gives management a way to judge the quality of public relations achievements and activities.

As shown in Figure 3, a number of criteria may be used to measure the effects of public relations. Raymond Simon suggests additional means for accomplishing this evaluation process, including the following.

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A system for measuring the effectiveness of the public relations program has been developed by Lotus HAL. The criteria used in the evaluation process follow.

- Total number of impressions over time.
- Total number of impressions on the target audience.
- Total number of impressions on specific target audiences.
- Percentage of positive articles over time.
- Percentage of negative articles over time.
- Ratio of positive to negative articles.
- Percentage of positive / negative articles by subject.
- Percentage of positive / negative articles by publication or reporter.
- Percentage of positive / negative articles by target audience.

A number of other bases for evaluation can be used. Walter Lindenmann says three levels of measures are involved: the basic, which measures the actual PR activities undertaken; the intermediate, which measures audience reception and understanding of the message of advertising; and the advanced, which measures the perceptual and behavioral changes that result. Some mobile organizations use a combination of measures, depending on their specific needs.

In summary, the role of public relations and advertising are changing over the years. As PR has become more marketing oriented, the criteria by which the programs of PR and of advertisements are evaluated have also changed. At the same time, no marketing activities will continue to be part of the public relations department and part of the basis for evaluation.

### CONCLUSION

While the effectiveness of advertising and PR have been measured by some of the methods used to measure product-specific advertising, research in this area has not kept pace with that of the consumer market. The mobile services are the main directive in electronic communication networks, each mobile operator aims to provide an effective mobile communication would not impede competition in the markets surveyed and improve service levels. The different types of advertising help the business organizations to present our products and services. The main trends in supply and demand for various mobile products and services are determined by various factors exerted a strong influence in the decision to purchase. Specific features of the target groups are leading in the selection of individual innovative products that combine several activities into one. Fast forward force of mobile traffic, i. e. the increase in consumption of mobile services largely due to meet the needs of mobile communication, which is realized under certain conditions. Complete customer satisfaction, explaining the advantages of the new products offering favorable conditions for mobile communication are a small part of fashion trends, developed and promoted by experts in business communications. Consumption growth of mobile Internet traffic leads to focus the user's attention on social networks, the continuing desire of global users to surf the internet network using mobile technology means reconciling several components.

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