

INFLUENCE OF INNOVATIVE TECHNOLOGICAL ADVERTISING PRODUCTION SOLUTIONS IN PROCESS OF TRAINING OF ADVERTISING AND COMMUNICATION SPECIALISTS

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Abstract

In the market with the growing demand of technological support in advertising production, companies cannot operate without usage of innovative and attractive advertising technology and its tools. Knowledge of advertising technologies is very important for students of Advertising or Public Relations programmes. An advertising manager, a communication specialist, needs an understanding of advertising production technologies to be able to select and effectively use the most appropriate advertising tools, talk to professionals, and coordinate the needs of ad creators, manufacturers, and clients. And lastly, participate effectively in advertising and communication business processes. A quantitative study "The Impact of Innovative Technology Solutions on Advertising Production Processes in the Training of Advertising and Communication Specialists" was conducted. The results of the study confirm that knowledge of advertising technologies is a competitive advantage of a young advertising and communication specialist and that in the training process "Advertising production technologies" course is needed not only in the program of advertising manager but also for future public relations specialists. By studying advertising technology, students acquire the knowledge needed to create and produce digital and traditional advertising products, which enables graduates to work in advertising or public relation fields. The paper investigates what innovative advertising production technologies are important to students of Advertising Management and Public Relations programmes at Vilniaus kolegija/University Applied Sciences Faculty of Business Management.

Key words: *advertising, communication, advertising production technologies, technologies, innovativeness, competitive advantage.*

Introduction

There are not many articles in the scientific literature dealing with the use of advertising production technologies in the study process. In Lithuania, Šliogerienė (2013) and Fedosejeva (2009, 2020) have studied advertising technologies in their work. Šliogerienė, S. (2013) state that knowledge of advertising production technologies is essential for advertising development study programme students' professional - theoretical and practical - preparation. Every person working in the field of advertising must be able to choose the optimum materials and production technologies to design and produce a specific advertising medium. The advertising production manager is responsible for how a company, organization or group promotes itself to the public. In a larger firm, they can work with sales to create an effective campaign for their company. As Fedosejeva, L. (2009,2020) state that student who has completed a course in Advertising Production Technology should be able to: evaluate general and specific requirements for advertising, analyze advertising business environment, predict the strategy and tactics of advertising a product (service), anticipate advertising resources and budget for the product (service), prepare a plan for advertising a product (service) and advertising campaign, to form an effective working relationship, organize, coordinate, and control the implementation of the plan and project for the advertising and promotional campaign, assess the effectiveness of advertising and commercial risk.

The purpose of this study is to investigate the need for the use of innovative advertising production technologies in training advertising management and public relations students.

The object of the research – usage of innovative advertising production technologies.

Research methods – analysis of scientific literature, method of comparison, survey.

Research results

The lecturers of the Vilnius kolegija/University Applied Sciences Faculty of Business Management conducted a study aimed at investigating the need for advertising production technologies in training of advertising management and public relations specialists. The investigation was conducted from December of 2019 till February 2020. The study involved advertising management and public relations students studying at the Vilnius kolegija/University Applied Sciences Faculty of Business Management. 110 respondents participated in the survey. The survey results showed that 77 students studying Advertising Management and 33 students studying Public Rela-

tions participated in the survey. It can be concluded that 70% of respondents were studying advertising management and 30% respondents studying public relations. 94 respondents (85.5%) study full-time and 16 respondents (14.5%) study part-time studies. It follows that full-time students were more active in the study. 40 (36.4%) respondents study in the first year, 41 respondents (37.3%) study in the second year, 28 (25.5%) respondents study in the third year and 1 (0.9%) respondents study in the fourth year. The results of the survey showed that as many as 74 percent. respondents who participated in the survey are studying first and second year.

In response to this question whether knowledge of advertising technology would be a competitive advantage in advertising and communication, 67 (60.89%) respondents said yes it is, 5 (4.5%) said no it is not and 38 (34.5%) said they could. The results of the survey show that the vast majority of respondents agree that advertising technology knowledge is a competitive advantage in advertising and communication programmes.

Survey results show, that 26 (23.6%) respondents stated that they should have specific advertising production technology knowledge, 79 (71.8%) respondents said that they should know the general principles of advertising production, and only 5 (4.5%) respondents said that advertising production knowledge is not required by the advertising manager. The results show that knowledge of advertising production technology is very important for respondents.

During the research respondents were asked what did an advertising management and public relations graduate need to know about advertising production technologies. The results of the study showed that about 56 (50.9) percent respondents required partly the color separation system (CMYK, RGB, PANTON), 42 (38.2%) respondents – much required and only for 12 (10.9%) respondents, knowledge is not required. Knowledge of the right choice of print media (offset, flexographic, digital ...) is very much required by 65 (59.1%) respondents, partly required by 35 (31.8%) respondents and unnecessary by 10 (9.1%) respondents. Knowledge of Postpress operations is greatly needed by 36 (32.7%) respondents, 59 (53%) respondents partly and 15 (13.6%) respondents unnecessary. Knowledge of outdoor / indoor advertising production principles is required or partially required by 104 (94.5%) respondents. 106 (96.4%) respondents need knowledge of business gift production / ordering principles. The results of the study showed that the vast majority of respondents require or need some knowledge of the system of color separation, proper selection of printing methods, postpress operations, outdoor / indoor advertising production principles, corporate gift production / ordering principles (see Table 1).

Table 1. The evaluation of necessity the techniques of advertising production knowledges for degree programs graduates

	Not required	Required in part	Much required
Color partitioning system (CMYK, RGB, PANTON)	12 (10.9%)	56 (50.9%)	42 (38.2%)
The right choice of printing method (offset, flexographic, digital ...)	10 (9.1%)	35 (31.8%)	65 (59.1%)
Postpress operations	15 (13.6%)	59 (53.6%)	36 (32.7%)
Outdoor/Indoor Advertising Production Principles	6 (5.5%)	48 (43.6%)	56 (50.9%)
Business gift production/ ordering principles	4 (3.6%)	56 (50.9%)	50 (45.5%)

The results of the survey showed that 90 (82.6%) respondents are much required knowledge of the fundamentals of creating and managing new media, 18 (16.5%) respondents need partially and only 1 (0.9%) respondent does not need. 95 (86.4%) of the respondents say that they should be able to find new, non-standard, innovative advertising solutions after completing their studies, 13 (11.8 %) say they need it partially and 2 (1.8%) say that they need this knowledge. In conclusion, the vast majority of respondents agree that they need to be familiar with the basics of creating and managing new media and being able to find new, non-standard, innovative advertising solutions (see Table 2).

Table 2. The evaluation of necessity creating and managing new media knowledge

	Not required	Required in part	Much required
Understand the basics of creating and managing new media	1 (0.9%)	18 (16.5%)	90 (82.6%)
To be able to find new. non-standard. innovative advertising solutions	2 (1.8%)	13 (11.8%)	95 (86.4%)

Respondents were asked how to gain knowledge of advertising technologies. The survey results showed that 87 respondents stated that while studying / in the auditorium, 97 respondents stated that during the internship. 58 respondents in secularized advertising exhibitions, 92 respondents in specialized courses and seminars, 44 respondents consider it to be a continuous process of self-employment, and only 1 respondent does not find it interesting. In summary, the vast majority of respondents said that advertising technology knowledge is acquired through in-studio / classroom training, internships, and specialized courses, seminars (see Table 3).

Table 3. The evaluation of priorities to get advertising technology knowledge

	Number	Percent (in this category)
While studying / in the classroom	87	79.1
During practice	97	88.2
In specialized advertising exhibitions	58	52.7
Specialized in courses or seminars	92	83.6
It is a continuous process of self-employment	44	40.0
I'm not interested in that	1	0.9

Respondents were asked what computer programs students are able to work with. The results of the survey showed that MS Office package is good for 77 (70.6) respondents, 25 (22.9%) respondents are familiar and only 7 (6.4) respondents are completely totally free. The results of the survey showed that the vast majority of the respondents have a good command of the MS Office package and are not familiar with other programs (see Table 4).

Respondents were asked what computer programs are needed for students of advertising management and public relations programs. The results of the survey showed that the vast majority need MS Office package Adobe Photoshop, Adobe Illustrator software (see Table 5).

Table 4. The evaluation of the computer programs knowledges

	Unable at all	I am familiar	I do well
MS Office package	7 (6.4%)	25 (22.9%)	77 (70.6%)
Adobe Photoshop	38 (34.9%)	57 (52.3%)	14 (12.8%)
Adobe InDesign	91 (85.0%)	14 (13.1%)	2 (1.9%)
Adobe Illustrator	83 (77.6%)	22 (20.6%)	2 (1.9%)
CorelDraw	78 (73.6%)	24 (22.6%)	4 (3.8%)
Adobe Premiere	84 (81.6%)	15 (14.6%)	4 (3.9%)
Adobe After Effects	91 (86.7%)	11 (10.5%)	3 (2.9%)

Table 5. The evaluation of the computer programs necessity for advertising management or public relations graduates

	Unnecessary	Needed in part	Much needed
MS Office package	3 (2.8%)	17 (15.6%)	89 (81.7%)
Adobe Photoshop	5 (4.6)	28 (25.7%)	76 (69.7%)
Adobe InDesign	18 (16.4%)	44 (40.0%)	48 (43.6%)
Adobe Illustrator	15 (13.6%)	38 (34.5%)	57 (51.8%)
CorelDraw	14 (13.2%)	52 (49.1%)	40 (37.7%)
Adobe Premiere	16 (14.8%)	54 (50.0%)	38 (35.2%)
Adobe After Effects	15 (13.9%)	52 (48.1%)	41 (38.0%)

Respondents were asked an open question “What do you think what kind of the advertising and communication specialist in means of competencies/ knowledge is looking for (what competencies / knowledge) in agencies?”. In response to this question three main groups of answers were defined:

- The first group – respondents talked about necessity of specific knowledge in advertising technologies, main advertising principles, tools and media channels, understanding specific of digital media, basic in design and copywriting.
- The second group – the list of personal characteristics important for the advertising and communication specialist was presented: creativity, innovation, responsibility, leadership, team player, curiosity.

- The third group – respondents presented answers related to the business management process requirements: time planning skills, communication and customer care skills, ability to evaluate process effectiveness, negotiation with partners etc.

Results and discussion

1. The vast majority of respondents state the innovative technology need in the training of advertising and communication professionals, however, the assessment of the need importance for specific technologies differs.
2. It can be stated that by seeing the necessity of applying innovative technologies in the market of advertising and communication agencies and other companies operating in these industries, students realize the applicability of technology knowledge and the necessity to apply it in their daily professional activities developing advertising products for digital and traditional media.
3. The innovative content of advertising technology imbedded in Advertising management and Public Relations degree programs enables students to learn and to apply the knowledge gained in the study process in practice, making graduates of these study programs attractive to employers.

Reference

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