SOCIAL ADVERTISEMENT: 
THE NATURE, PSYCHOLOGICAL 
ASPECT AND SUCCESSFULNESS

Ivanna Shubina (lublin@ahe.lodz.pl)*

ABSTRACT

The literature regarding social advertisement defines its subject in a different and sometimes opposite way: as a kind of advertisement or element of social marketing or even separate phenomenon. There is no strong and approved in practice theory on social advertisement. The advertising in the social life is as necessary as in the economic sphere. Advertising, as a kind of communication, thanks to its properties can quickly spread in the strict and short form some information necessary to update the social problems or the popularize some social institutions. This advertising information is intended to highlight important aspects of social life, making and solving the current social problems. Social advertisement of all kinds and types are directed at achieving this goal.

Keywords: social advertisement, persuasion, suggestion, social problem.

RESUMO

A literatura acerca da publicidade social define o seu campo de atuação de uma maneira diversa e por vezes contrária: como um tipo de propaganda ou elemento de marketing social, ou mesmo como um fenômeno isolado. Não existe, na prática, consenso quanto a uma teoria consistente sobre publicidade social. A publicidade na vida social é tão necessária como na esfera económica. Este tipo de comunicação, graças às suas propriedades, pode rapidamente promover a difusão, de forma breve e precisa, da informação necessária para trazer à actualidade os problemas sociais ou para dar visibilidade a algumas instituições que atuam nessa área. Pretende-se, com esta informação, destacar aspectos importantes da realidade social, visando a solução dos problemas emergentes a ela ligados. Todas as
formas e tipos de publicidade social apontam para a consecução desse objetivo.
Palavras-chave: propaganda social, a persuasão, sugestão, problema social

RESUMEN

La literatura sobre publicidad social define su tema de una manera diferente y a veces opuesta: como una especie de anuncio o elemento de marketing social o fenómeno por separado. No hay fuerte y aprobado en la teoría de la práctica de la publicidad social. La publicidad en la vida social es tan necesaria como en la esfera económica. La publicidad, como una especie de comunicación, gracias a sus propiedades pueden propagar rápidamente en forma breve y estricta alguna información necesaria para actualizar los problemas sociales o para popularizar algunas instituciones sociales. En esta información la publicidad tiene por objeto poner de relieve aspectos importantes de la vida social, decisiones y resolver los problemas sociales actuales. Anuncio social de todo tipo y los tipos están dirigidos a la consecución de este objetivo.
Las palabras clave: publicidad social, la persuasión, sugestión, problema social

* PhD, Lecturer in Humanistic-Economical Academy in Lodz, (Poland).
Teacher of Psychology, 01/06/2007 - 1/04/2009 - Chief of research department in European Meeting Centre - Nowy Staw Foundation, (Poland, 20-069 Lublin, ul. Leszczynski 14/1-3).

Submission: 24th January 2011
Acceptation: 27th March 2011
1. INTRODUCTION

In 90th social advertising appeared at the street posters in Poland and Ukraine, trying to present ideas and important social problems, to promote social accepted form of behavior and also encourage to participating in charity actions. The advertising exposure for person is not limited only by the passive perception of content and simply observation. However, social advertising can be not noticed, but if the person pay attention to it, there no guarantee that the person understand its correct maintenance. So what is the nature of social advertisement and which factors guarantee the effectiveness of social advertising influence? Actual need in making and wide spreading effective social advertising caused lots of interest among the social, pedagogical and psychological scientists and researchers.

2. SOCIAL ADVERTISEMENT: DEFINITIONS AND FEATURES, TYPES AND KINDS, CLASSIFICATION CRITERIA

Social advertisement as a type of advertising uses its mass media, mechanisms and techniques. Social advertisement exists in from recipient informing about the existing professional (paid) medical help through the charitable campaigns and healthy lifestyle propaganda to corruption combat. Social advertisement is a non-profit one, and its primary purpose is, among others to promote the socially accepted attitudes, values, behavior and the human habits, which maintain the level of people health and welfare. Social advertisement is an propaganda of institutions from social sphere, as well as informing the public about the existing social organizations, their services and the effects of activity.

Continuing the social advertisement defining, it should be stressed that the concept social advertising” is rarely used in the modern literature in compare with term “advertisement”. Social or socially involved marketing is widely discussed. A non-profit advertising is distinguished as a part of marketing. In Poland and Ukraine, the phenomenon of social marketing is fairly new. Among the broadcasters of social advertisement are: social organizations and foundations,
government organizations as well as public institutions (police, churches, hospitals).

The main approaches to defining the “social advertisement” concept are presented below. American researchers Bove and Arens (1995) defined “social advertisement” as non-personalized dissemination of the information, carried out by non-profit organizations to draw attention to the social phenomenon or a behavior model change. Wels, Berket and Mormert (1999) say that “social advertisement” is advertising of the social sphere institutions (e.g. telephone hotline), which aims to cause the interest in potential target group in complete assistance, protection or other services. Consider the ideas of Ukrainian researchers - Berezovets (1999) mentions that social advertisement is advertising that promotes not a commercial brand, product or service, but the general human values. Polish researchers Drozdowski and Krajewski (1998) mention, that social advertisement is new (but only in a functional sense) kind of social communication, in which the main is to promote socially valuable behavior patterns, values and attitudes or the accentuation of public attention on important, unresolved issues. According to Kwiatkowska (2003), social advertisement is an element of social marketing, where a group of people have to convince others to accept, modify or discontinue certain behaviors, practices, values or beliefs. Maison and Wasilewski (2002) define social advertisement as the process of persuasive communication, which main purpose is to cause socially desirable attitudes or behaviors in the target group.

<table>
<thead>
<tr>
<th>Analytical point</th>
<th>Social advertisement</th>
</tr>
</thead>
<tbody>
<tr>
<td>The complexity of attitudes</td>
<td>In general is big</td>
</tr>
<tr>
<td>Desired level of attitude change</td>
<td>Deep change – unhealthy habits or behavior change (to stop smoking)</td>
</tr>
<tr>
<td>The message character</td>
<td>Unpleasant, aversive character (talking about things which people avoid to think about or deny), causes negative attitude to the advertisement broadcaster</td>
</tr>
<tr>
<td>The type of benefit</td>
<td>Long-time perspective, often is difficult to imagine</td>
</tr>
<tr>
<td>The intentions attributed to the sender</td>
<td>Willingness to help others, high credibility and trust to the broadcaster as a result</td>
</tr>
<tr>
<td>Budget</td>
<td>Small budgets (often a lack of funds)</td>
</tr>
</tbody>
</table>

Social advertisement is also a persuasive communication process, in which the social accents are effectively used. Therefore, the purpose of social advertisement is to provoke socially desirable attitudes and behavior. The characteristic features of social advertising are
follows: 1. the idea is advertised – not a product or paid services; 2. mostly the negative emotions are evoked (may stay longer in memory); 3. education and the attitudes change is a main goal; 4. try to prevent some negative social phenomena. To better distinguish the difference between advertisement and social advertisement the manifestation of the last one characteristic features is presented in the table 1.

Summarizing, social advertisement is an attempt to manage the social consciousness of a society in a new way, considering some preferences, expectations and habits of the society, its mass and the media nature.

The classification criteria of social advertisement presented in the subject literature could be as follows:

- **Kind of presented problem** – political instability, difficulties in the economic development of the country, healthy life style, unemployment, abandoned animals or mental illness;
- **Intended purpose** – to offer a financial support, to draw attention to a social problem and to signalize main possible solution, encourage to the long-term activity, fashion creating (non-smoking, sunglasses) etc.;
- **The campaign nature** - a one-time action, cyclical or constant campaign - to draw attention to the occurring social problem or support activities of social organizations;
- **Arguments relating to the nature of the advertisement sender** - a social organization, commercial company and social organization, several commercial companies. (Kotler and Roberto, 1989).

Another important classification is based on the criteria of change, caused by the social advertisement message:

1. **Cognitive change** is caused by information campaigns (for example, AIDS prevention, the benefits of healthy eating),
2. **Change in action** can be stimulating by activities urging to donations, regular breast screening for women;
3. **Behavioral change** aimed to stop undesirable activities and initiate new pattern of behavior for the good of the recipient (quitting smoking),
4. **Value change** is the most difficult to achieve (for instance, campaigns aimed at changing attitudes towards abortion or birth control, smoking and alcohol/drugs abuse). (Kotler and Roberto, 1989).
An important concept in the social advertising phenomenon considering is a "social problem" that has been justified in the approach of Bloomer, Spektr and Kitsiuse presented by Hilgartner S., Block Ch.L. in “Growth and decline of social problems: the concept of public arenas” (in edited by I.G. Jasaveev “Mass media and social problems”, 2000). According to this approach, a social problem appears first in public sphere, after what it is examined, defined and accepted in society. Social problem can be defined as a proposed condition or situation is labeled by the influential people as a "problem". It is functioning at the public discourse, describing them as harmful and formulating them appropriately (Hilgartner and Block, 2000). Social problems to stay at the public discourse should compete on two levels simultaneously: at first one for a place between significantly different problems; at second level - for a place between alternative defining problems. Attention, which the social problems have, is unequally distributed between them (only some of the social problems become the main topics of public discourse). The level of the public attention, paid to some certain social problem is variable, what depends on the cultural factor.

Social advertising aims to accent the social problem, which can be defined as the proposed agreement or situation, which affect hanging the label by people - "the social problem in the arenas of public discourse", describing them as harmful and putting it appropriately (Hilgartner and Block, 2000, p.40). Social advertising aims to actualize and to aware the social problem - to reveal, define, formulate and report to the target group, and to take appropriate corrections directed toward the solution. To confirm that thesis, the most popular issues promoted by social advertisement in Ukraine and Poland are presented in the table 2.

<table>
<thead>
<tr>
<th>Table 2: The most popular topics of social advertisement in Ukraine and Poland</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Country</strong></td>
</tr>
<tr>
<td>Ukraine</td>
</tr>
</tbody>
</table>

Social advertisement can be divided into some types and kinds, depending on its main goal and subject. There are four basic criteria for
the social advertising classification: the way of impact on the recipient (rational or emotional); the method of expression; key objectives and tasks; the advertising recipient feedback. Generally speaking, we can distinguish social advertisement of healthy lifestyle and health propaganda, environment protection, lawful and law-abiding human behavior.

However, advertisement of a healthy lifestyle includes propaganda of sport, propaganda of life without smoking, alcohol abusing and healthy eating and can be divided in following kinds:

a) Propaganda of attitudes and behaviors (figure 1);
b) People education to shape those habits, maintaining the required level of health and welfare (figure 2);
c) Advertising of the institutions functioning in the social sphere (figure 3);
d) Propaganda of mental health and institutions helping people with the psychological problems (figure 4).

Advertisement of health deals with a smoking prevention, alcoholism and alcohol abuse prevention, prevention of drug addiction and AIDS prevention. It is the most popular and widespread kind of social advertisement in the world, because of its close relation with death. Some examples of Visual social advertisement are presented below.

Figure 1: Social advertisement on smoking prevention
“Kiss a non-smoker – taste the difference”

People maintain unhealthy habits, not responding to medical advice, presented in the mass media or in the doctors’ offices, at
seminars or in clinics. Propaganda of health can increase the level of awareness and knowledge regarding positive attitudes, habits and the way of thinking, but it is still hard to change people’s behavior in terms of health - to force them to give up smoking, drugs and alcohol abusing, persuaded to avoid stress, proper nutrition up and sport exercises. The difficulty is conditioned by changing some harmful habits, very high optimism of people, and skeptical attitude to the messages about healthy lifestyles and the competitions against the advertisements with opposite content.

Figure 2: Social advertisement on AIDS prevention
“How do you feel? - Ok!”

Figure 3: Social advertisement on alcohol drinking before driving
“Your new drinks after the accident”

Advertisement of environment protection and energy resources become more actual and popular nowadays, trying to change the way
of people thinking and behaving. On the one hand the most significant influence on it has economic factor, which stimulate people to think about the future. But on the other hand people’s habits and long-time perspective benefits make it difficult to achieve the main goal of that kind of social advertisement – to learn people to take care of environment and to save the energy. It should be emphasized that this issue is widely used by commercial companies - for example in advertisements efficient light bulbs. It also allows company to advertise its product and to improve company’s image.

![Figure 4: Social advertisement on environment protection](image)

People often do not see the results of their brazen behavior or are not aware of it, so it is possible to speak about the absence of three factors: knowledge, clarity and experience of direct interaction with the attitudes subject. It is the situation when the values may even lead to positive behavioral intentions, but do not lead to concrete action.

Advertisement of lawful and law-abiding human behavior is aimed at the human rights, guarantees and opportunities; propaganda of civic dignity, prevention of delinquency, propaganda of security and safety for people.

Advertising of institutions acting in a social sphere contains the advertisement of institutions/organizations itself, offering services (psychological help, social protection, prevention projects, etc...). Its main task is to make the advertising message clearly and stimulating the relevant needs such as the social appropriate service seeking: to obtain information, support or help.
3. PSYCHOLOGICAL ASPECT OF ADVERTISEMENT. THE MODELS OF PSYCHOLOGICAL MECHANISMS OF SOCIAL ADVERTISEMENT INFLUENCE AND EFFECTS

Psychological aspect of advertisement includes main functions, psychological mechanisms of its influence and effects, basic psychological models of advertisement and consumer behavior. Psychological mechanism of advertisement influence can be described in two ways. In first the role of psychological processes in persuasion of the consumer what he/she has to think about and what to do. Secondly the estimation of level and character of advertisement impact at consumer consciousness and sub consciousness.

Otherwise advertisement can be defined also as a communication process, because it gives the information about the product/service to the target group. That’s why the main goal of advertisement is to impact (as a result if information giving) at consumer consciousness and behavior in a needed direction. Advertisement uses the knowledge about human psyche, behavior and features of consumer sample in preparing the information in such way that creates a possibility to impact human’s activity or behavior.

One of the most discussed issues is the advertisement psychological mechanisms of influence on the human consciousness and behavior. There are few basic models regarding it, each of them was developed on the certain mainstream of psychology. The most important models are going to be presented in this article, namely behavioral model, cognitive model, information model and cybernetic approach.

The concepts conditioning, positive and negative response are basic in behavioral psychology. Conditioning (both classical and instrumental) means creating the relationship between the stimulus and reaction. The specialists on advertisement use two strategies: the first one cause’s consumer positive response on advertisement, the second, negative response on competitive advertisement.

Positive response in advertisement can be defined as impact on consciousness of persons and behavior perceived by a person as a reward. Polish psychologists Jachnis and Terelak (1998) provide procedures of positive response strengthening: the procedure of permanent time intervals, the procedure of permanent proportions, the procedure of variable time intervals, and the procedure of variable proportions.
The second strategy regarding conditioning is negative response causing. In advertising the negative response is an attempt to eliminate certain behavior, "discouraging" advertising customers to competing products/services or activities. That strategy is used at the background of the positive response, using generalization and/or differentiation procedures.

Generalization procedure in the learning process is very important, in turn, all the conditioning and generalization process occurs with the help of the reaction of looking at the stimuli and listen to them (so-called mechanism of attention attraction). Another procedure - differentiation in the learning process is based on the next assumptions:

I. a theory of differentiation (a combination of conditioning with inhibition) - each reinforcing increases the tendency of repeating reaction, but the lack of it causes the inhibitory tendencies increasing.

II. relational theory of differentiation - the condition of differentiation is the process of stimulus comparison. Person responds to the relationships between those stimuli, moving the relationship between the two stimuli acting primarily for another pair of stimuli.

Cognitive model can be presented by Tolman's theory of intentional behavior (1932), Festinger's theory of cognitive dissonance (1957) or Miller, Galanter and Pribram (1960) conception of phase organization of the intentional behavior. The Tolman's theory of intentional behavior refers to the concept of "cognitive map", which lets the person to act intentionally.

Festinger's theory of cognitive dissonance assumes that the creation of a state of internal stress as a result of the simultaneous occurrence of two contradictory opinions (e.g. advertising of cigarettes) stimulates the person to reduce it by some activity or excuse creating. For example, the cigarette and anti-smoking advertisements receiving effects conflicting thoughts, what cause a sense of internal stress, after what, a person tends to reduce this unpleasant stress. Such smoking person may stop smoking or deny the advice of professionals, claiming that "everyone has to die for something." The person can highlight, for example, relaxing effects of smoking. Cigarette companies shake hands on putting the information about the dangers of nicotine and alcohol at its package, because they know that for majority of recipients advertising has a much greater motivated meaning than a mental conflict.
The scripts theory assumes that the human activity is regulated by the socially determined in the experience (individual and cultural) scenes called scripts. Consumer behavior and advertisement psychology uses that knowledge: e.g., people behave in a similar manner in all public places and socially determined situations, such as bar, exam, theater.

The main goal of information model is modeling of the information receiving process. In that model, information receiving means the active transformation of the information by its organizing in a system of cognitive structures, which include perception, attention, memory, emotion and motivation. Consumer behavior model defines the internal processes as interactive series of changes between the distinguished elements of the structure. The emerging consumer intentions are considered as a planning of a specific behavior realization. The impact of advertisement on consumer behavior is a communication process, which runs between the sender and the receiver. That process aims at transforming and understanding the message content, including two processes – encoding and decoding. The message encoding aim is to change the content of a particular form of the message as a visual, verbal, audio, etc. code. Decoding involves deciphering the content contained in the advertising message. This process can be affected by various factors related to the characteristics of the sender or/and recipient, with different external and/or internal destructors.

The group of cybernetic models of consumer behavior consists of non-differentiated, linear and differentiated models. The most known examples of non-differentiated models of consumer behavior are: Three I model (Impact-Image-Involvement), AIDA (Awareness-Interest-Desire-Action) and AUD (Attention-Understanding-believability) (Mullen and Johnson, 1990). Slightly more complex are the linear consumer behavior models: the hierarchical model AKLPCP (Awareness-Knowledge-Liking-Preference-Conviction-Purchase) of Lavidge and Steiner; the advertising effectiveness model PACYRB (Presentation-Attention-Comprehension-Yielding-Retention-Behavior) of McGuire (Mullen, Johnson, 1990). The last one accents the basic elements of cognitive processes, leading to the advertising understanding, to its suggestiveness submit, memorizing its contents and modeling a particular behavior. The disadvantage of that models of consumer behavior is primarily their linearity and simplicity – while human behavior is a nonlinear and far more complex.

Romat E. (Muzykant, 2001/Музыкант, 2001) summarized the following main characteristics of the cybernetic models: AIDA and
AIDMA (Awareness-Interest-Desire-Action-Motivation) belong to a group of action-oriented models; ACCA (Attention-Comprehension-Conviction-Action) - the results of the advertising impact is reduced to determine the auditorium, which has passed through the four stages of consumer behavior; DISABA model is based on the six steps of the sale process; DAGMAR model (Defining advertising goals - measuring advertising results) is based on the basic phases of purchasing / buying process (Музыкант, 2001/Muzykant, 2001).

Cybernetic models of consumer behavior presented above pay attention to the attempts of consumer behavior describing based on signal detection theory and information theory, without special attention to the complex psychological mechanisms explaining.

The main goal of every advertisement independently on its kind and type is to influence on consumers consciousness and behavior. There are some important effects of advertisement influence. To help to understand the essence, mechanisms and possibilities of social advertisement the some of its effects should be presented. The effects of advertisement are follows:

i) Asserting itself as a leader in advertisement sphere. The main idea is that by buying presented in a advertisement product or service it is easy to achieve by a person a sense of superiority.

ii) A desire to experience a success. As far as the famous people image and opinion are concerned, the universal orientation of the people regarding their lifestyle, behavior, car brands is created. iii) The need to follow it is presented in advertisement style of behavior raises, because it allows making the dream “true”.

iv) Every advertisement tries to meet the instincts and internal needs. It is important to remember, that on the one hand, advertisement “creates” a number of people’s needs, offer them a reliable product or service during all the time and persuade them about its necessities (persuasive buying). On the other hand, it must be satisfied the rule regarding compliance between advertisement and real needs of consumers.

v) The last important effect of advertisement is associated with persons self-esteem. To be more successful advertisement can impact at a self-esteem. The basic assumption is that through the self-esteem “raising” it is possible to motivate people more to some activity, namely to buy advertised product or service.
4. THE PERSUASIVE ROLE OF SOCIAL ADVERTISEMENT

Every kind and type of advertisement has common goal – impact to persons behavior and consciousness, which could be achieved with the help of different techniques and methods of the persuasive advertisement message creating. Persuasion is the most important task of modern advertisement, because it makes possible to be competitive and successful at the market.

There are two main aspects in persuasion (Reber, 2000), namely: external (the message features, used arguments, reliable source and a media tool) and internal (persons own beliefs and credulity of consumers, some personality characteristic features).

Researchers pointed out that depending on the engagement level, the consumer may process contextual or non-contextual information used in advertisement (Jachnis and Terelak, 1998). Consumers with low levels of engagement tend to use the peripheral tips (e.g.: music, humor, packaging) in order to respond to the message.

The distinction between two paths of persuasive communication is based on the assumption that a person tends to "psychological efficiency." The main difference between them is in the cognitive effort, which the person takes to work out the information. The central path is concerned on arguments, advantages/disadvantages analysis. The peripheral path of perception is related to the thoughtless responses to various cognitive, emotional and behavioral stimuli (e.g.: customer mood, sender reliability). During the persuasive advertising impact customers generally have neither the desire nor the time to engage in analysis of the message.

To make the advertisement more persuasive, specialists use techniques, causing persons specific emotional reactions on the advertisement message. The most popular are: fear, nostalgia, happiness, humor and sexual symbols. In social advertisement specialists try to cause the fear emotion to influence persons beliefs, attitudes, habits and behavior. The way of fear causing by the advertisement message and its effects are going to be presented below.

Fear stimulating is popular in advertisement of toothpaste, medicines, pain killers, cars, detergents, and in social advertising against smoking or alcohol abuse (e.g. "Tobacco and alcohol are killing you", "Drunk drivers mean death") etc. But there is a great discussion regarding fear emotion stimulating in advertisement and its effectiveness.
Does the intensity of negative emotions make the advertising more effective?

There are a few main statements regarding answer on that question. One of them states, that the strong negative emotions induction is an effective tool for persuasion in advertising, because a strong state of arousal results in a desire to reduce it by changing the attitudes or behavior (Higbee, 1969 in: Jachnis and Terelak, 1998). Nevertheless, the method of reducing the tension caused by negative emotions in advertising is the message rejection (e.g. "this problem has somebody - not me"). To minimize the risk of rejection of the advertisement causing strong negative emotions the most similar to the target group hero/actor should be introduced. Another opinion says: the very negative message can be the subject of jokes or belittle a threat (for example, "I drive fast but safely") (Maison & Wasilewski, 2002).

Regarding the fear causing by the advertisement it is important to present a curvilinear model of Janis (Jachnis and Terelak, 1998), which states:

- increasing of the fear (negative emotion) causes increasing of the advertisement impact on the person’s attitudes or behavior;
- when the power of negative emotion becomes too big, the impact of message becomes lower.

In reference to social advertisement the aim of fear stimulation is to impact at the attitudes and behavior of the person or group of people without causing some serious psychological problems. The result of strong fear stimulation could be the pattern of behavior, which causes unproper adaptation. That could cause some serious psychical problems. If the reaction on the social advertisement message is unproper adaptation’s how to create the message to help the person adapt to the situation? How to do that the fear won’t be paralyzing, and a threat was not too much strong?

The research conducted by Russian scientist Lebedev (1995) gives following results regarding fear stimulation by the social advertisement: person would like not to remember the information, which causes strong negative emotions. Another research realized by Mokshancev (2000) let him to stress that stimulation of the fear in advertisement inhibits a decision for the advertised subject and vice versa. It is important to model the whole cycle of emotions, otherwise the emotion will be perceived as broken. However, it is obvious that the
fear significantly influences on a human behavior, learning, performing various tasks, adapting to the situation.

Specialists on advertisement use some persuasive strategies to make the advertisement message more effective and to persuade the consumer to purchase or use a service. There are three known persuasive strategies: "foot in the door", "door-to-face" and "even a penny helps". The first strategy "foot in the door" implies that it is easier to induce the recipient to comply with proper requests, if he will induced to meet a small request first. The second strategy "door-to-face" implies that it is easier to induce the recipient to comply with proper requests, if the first request will be larger, which is not expected to meet. The third strategy "even a penny will help" aims to minimize such requests, so that everyone can fulfill it (Jachnis and Terelak, 1998:254-256).

5. FACTORS COMPLICATING SOCIAL ADVERTISMENT SUCCESSFULNESS AND METHODS OF SOCIAL ADVERTISMENT INFLUENCE IMPROVEMENT

There are some difficulties regarding social advertisement creation and making it as much efficient as it possible. On the one hand, social advertisement is producing by social institutions and organization which cannot allocate a great sum of money in an expensive advertising campaign; on the other hand, such advertisement should be made at the highest level of efficiency to be successful and needed one. On the one hand, another dilemma deals with high importance of social advertisement topics (for single person and society in general), on the other, people ignore (consciously or unconsciously) messages regarding harmfulness of smoking, alcohol and drugs abusing, AIDS, violence, corruption etc.

So, which factors complicate the impact of social advertisement? The most significant factor is the strength of already existing attitudes and habits, to change which the social advertising is directed. To make the social advertisement successful one it is necessary to build the new, innovative type of intervention. Second factor is called “syndrome I’m healthier than you” (protecting “ego” attitude) or incomplete understand of the fact awareness that victims of diseases and injuries are the people with similar habits and lifestyle. The third one is shaping a belief by a person that conscious keeping of healthy habits implies a hopeless fight (this effect occurs after watching the advertisement stimulus extreme anxiety or fear). That is why in the
social advertisement messages it is better to focus on the healthy behavior efficiency. Next factor is related to the social advertisement messages content, which is often compete with the opposing commercial advertisements. The fifth factor can be presented as the rule "out of sight - out of mind". Ecological problems are hardly noticeable without using some special equipment, so people begin to take care of the environment, when problems become obvious for them. And the last factor is not strong motivation of people: whether a person can afford to buy a new boiler, which will save the energy? (Zimbardo and Lyaype, 2001).

To improve social advertisement impact and to overcome mentioned above obstacles some methods and techniques should be used. First of all the most successful are methods based on motivation intensity or problem visibility level increasing (ex. the change of people behavior should be better rewarded or at least less engaging). To improve the social advertisement influence it is possible to give some important, key information about the positive results of people efforts (e.g. behavior directed to energy saving) – in that case the motivation becomes more internal, what guarantee more stable behavior maintaining. Another method is to present some of the desired behavior (e.g. reducing energy consumption) as a habit, which is possible to work up. It gives the person a feeling of satisfaction with the results - the attribution appears. A guide-reminder about the desired behavior (e.g. Leaving, turn out the light") or different symbols is another social advertisement impact improving technique. Successful method is based on emotions manipulation, which uses the concrete and vivid examples and focuses on losses rather than on profits, causing cognitive dissonance. To reduce that dissonance person should make some changes in its way of thinking and/ or behaving. Also it is possible to use persuasive strategies to change the individual behavior regarding environment (e.g. strategy of "foot-in-door").

The list of difficulties regarding social advertisement creation mentioned above is not complete, but the most prominent of them were presented. Modern psychologists work out the methods of social advertisement efficient improving, what requires conducting of a variety of studies, which give the empirical confirmation for the theoretical thesis and enable the generalization of results on every kind and type of social advertisement.
6. CONCLUSIONS

Taking into consideration all presented above, it is possible to make some conclusions regarding social advertisement nature and effectiveness. First of all, social advertisement is one of three basic types of advertisement, what determines its creation principles, psychological mechanisms, persuasion strategies and suggestion methods. However, social advertisement has its own specific characteristic features (as non-profit results), which make enable the simple transfer of all theoretical and practical knowledge from the advertisement to the social one. Business advertisement has created a number of problems, which on the one hand impede the successful influence of social advertisement, on the other, stimulate to develop efficient methods of social advertisement forging.