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ONLINE ADVERTISING CAMPAIGN OF “BOLYARKA VT” BRAND

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***Abstract:** The subject of this study is the online advertising and development opportunities it offers. For this purpose, the paper presents a possible solution for organizing the advertising campaign of a product. In this case the product is beer, “Bolyarka” brand in particular, which is owned by “Bolyarka VT” AD brewery. “Bolyarka” brand has its own updated Internet site, namely www.boliarka.com, and Facebook page with more than 13000 followers. The main objective of the campaign is to increase the number of visits and traffic towards the two pages by reaching the target audience of the brand. For this purpose, the campaign will use banner advertisements based on “impressions” on various Internet sites, which provide both information and entertainment.*

***Keywords:** online advertising, banner, “Bolyarka VT” AD*

1. Introduction

With the development of market demand, the need for branded goods is constantly increasing in today's economy, especially of products that are distinguished from other offers on the market with their high quality and preferred by buyers. The brand, like no other marketing factor, quickly and easily convinces the customer in the quality and benefits of a product and/or service that is offered under the brand.

Branding is a time-consuming process, it requires a lot of effort and resources, but once the brand is built, it is a source of a number of advantages that a company can take of. Popular brands attract users, and companies that own the relevant brand(s) generate significant profits. The brand is among the company's main intangible assets, and it is a good reason for successful companies to invest in brand-related research. In the current market environment, almost all companies offer products and / or services that are close to their quality. However, these products and / or services are simply commodities, unless they are not imposed as a brand. The brand is what distinguishes them from the other proposals of competing manufacturers that are available on the market. Very often the very name of the brand is even more expensive than the physical assets of the companies.

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2. Company Profile of “Bolyarka VT” AD

The brewery was established in 1892 by the Hadzhislavchevi brothers and was named after them. Later it was renamed into “Velikotarnovsko pivo” AD and since 2000 the company has been called “Bolyarka VT” AD. The brewery is situated on a territory of 32 ha. In summer, for its continuous production cycle, the company employs 370 people and their number is decreased to 300 in winter. During the post-communist period of mass privatization, in 1997 the company was bought by “Mel Invest Holding” AD and the company became the majority owner of the brewery, being in possession of approximately 90% of the entire brewery. The remaining part of the capital is owned by other smaller investors.¹

3. Analysis of banner advertisements and types of advertising campaigns determined by payment method

Banner advertising is planned on the basis of impressions. The traditional banner advertising (CPM or Cost Per Mille) is used for establishing brands, building their image and improving their recognition. The prices of the Internet advertising companies are calculated per 1000 impressions. In addition to the average number of impressions, these prices also reflect the number of unique visitors per day.

Basic terms in online advertising:

- Impression – generally speaking, this means viewing the advertising slogan by users. Usually, the process of online advertising is quoted on the basis of 1000 impressions;
- Click – clicking the mouse button on a particular advertising slogan. Most often, this results in uploading the advertiser’s site;
- Click through rate (CTR) – the ratio between the number of impressions and the number of clicks. Nowadays, a rate over 0,6% is considered a successful CTR.²

Types of advertising packages based on payment method:

- **Payment based on time of use** –In this program, the entire number of impressions, generated by the website for the specified period, is more or less known. Companies pay a particular sum of money, so that their advertisements are shown for a particular period of time.
- **Payment based on number of impressions** – this program permits website owners to receive money from companies that want to advertise on the websites. Prices are determined based on the number of shows, i.e. the impressions generated by the banner adverts. Therefore, according to this tariff program, money is charged every time a user sees a banner advertisement. This means that the more views a banner generates per day, the higher the price for the advertisement will be.
- **Payment based on number of clicks** –In this program, money is paid only after a visitor to the webpage clicks on the banner advert (where the advertisement is shown). What is important here is to target the websites very carefully, which will

¹ Website: www.boliarka.com

² Glossary of basic e – business terms: <http://host.bg/bg/info/Rechnik-na-osnovnite-termini-ot-e-biznesa>

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be used for the advertising campaign because the heavier the generated traffic is, the higher the advertising costs will be.

- **Payment upon sale** – This payment method is most often used for low turnover goods or services. In this case, companies pay when a visitor clicks on the banner advertisement of the used website, and then orders some of the offered products or services. This means that money is charged only after a purchase is made by a visitor to the advertiser’s website. Therefore, similarly to the payments based on number of clicks, advertisers using payment-upon-sale method should select the websites very carefully in order to publish their advertisements.

3.1 Analysis of the targeted websites used for carrying out the advertising campaign of “Bolyarka” brand

Three websites are targeted for the purposes of the advertising campaign. Some of them provide entertainment and information, while others permit information sharing. They are as follows:

3.1.1 Website – *www.abv.bg*

Table 1. Audience of the abv.bg Internet site³

Gender	Visitors per month	Percentage
Male	925 131	47,30%
Female	1 031 783	52,70%

Main target of the site: Visitors aged 18 – 35: 51%

Online audience representing the target customers of “Bolyarka” brand: 63%

Pricing and budget:

The Internet site offers various opportunities for banner advertising. In order to stand out, banner adverts should be positioned in the most attractive place with reference to the advertising which is the upper right part of the web pages. This place draws the most attention from both advertisers and marketing companies for a number of reasons. First, when people read, their eyes naturally move from left to right. Second, web designers usually position facilities for scrolling down in this area of the web pages.

Table 2. represents the value of 1,000 impressions (not including VAT) based on official information from the abv.bg website. In this case, the price of 1,000 impressions is 5 BGN, the site generates 2,100,000 impressions per day with 650,000 of them being unique views. In order to achieve better penetration, companies should plan advertising campaigns lasting at least one month with a minimum of 20,000 impressions per day. This means that at the end of the campaign, they will pay 3,000 BGN with VAT in return of 600,000 banner views in the targeted website.

³ Table 1. Audience of the abv.bg Internet site. Data according to Gemius / June, 2018.

Table 2. Prices for banner advertising based on number of impressions when choosing a banner with a resolution of 300x250 pixels ⁴

Positioning	Resolution	Size	Impressions *	Visitors **	Price based on 1000 impressions
Abv.bg Home page	350x250	Up to 50 KB	2,100,000	650 000	5 BGN

* Impressions per day

** Unique visitors per day

3.1.2 Website – *www.dir.bg*

Dir.bg is one of the leading Internet portals in Bulgaria. It was established in the beginning of 1998. Since then, it has supported websites and Internet services and has become the biggest office-time media in the country. The portal meets all basic Internet needs of its audience. Website audience:

Figure 1. Structure of website visitors by gender ⁵

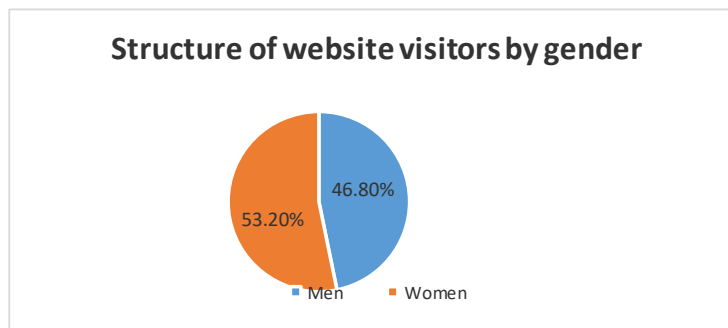
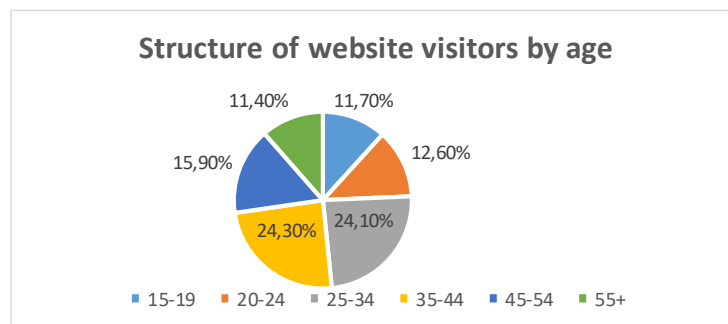


Figure 2. Structure of website visitors by age ⁶



⁴ Table 2. Prices for banner advertising based on number of impressions when choosing a banner with a resolution of 300x500 pixels. The table features current prices. Source: abv.bg website.

⁵ Figure 1. Structure of website visitors by gender.

⁶ Figure 2. Structure of the website visitors by age.

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Figures 1. and 2. give information about the structure of the website users by gender and age group. The data is obtained from the Dir.bg website. It provides mainly information and news, and the majority of its audience coincides with the target group of “Bolyarka” brand.

Pricing and budget:

This website also offers various possibilities for advertising. In this case, we will exemplify this by giving information about a banner advertisement positioned in the right part of the website and the upper right part of a web page.

Table 3. Prices for banner advertising based on number of impressions⁷

Homepage of dir.bg website	Prices without VAT based on 1000 impressions	Average number of views
Banner 1 (300x250pixels, 50 KB)	13,50 BGN	1,000,000

Table 3. provides information about a banner advertisement with a resolution of 300x250 pixels. The quoted prices are current and are obtained from the Dir.bg website.

In this case, unlike the prices given on the abv.bg website, the approximate number of impressions per day is lower and the price for 1,000 impressions is higher. In order to achieve the same number of impressions, a company has to invest in advertising campaign that costs 8,100 BGN. With a budget, similar to the one for the previous website, it will be generated 7,400 impressions per day or 222,000 for the entire period.

3.1.3 Internet site – www.sportal.bg

Sportal.bg is the biggest sports information agency in Bulgaria. It publishes more than 300 pieces of sports news every day, maintains a database with detailed statistical data and has a special section for online games. The webpage has more than absolutely unique 2,500,000 visitors daily, and 100,000,000 views monthly. This portal boasts about an extremely loyal audience - 22% of all its visitors use Sportal.bg up to 8 times per day. Website audience:

Table 4. Structure of website visitors by gender ⁸

Gender	Percentage of visits
Male	63%
Female	37%

Table 4. shows the profile of visitors with reference to their gender. The sports-related nature of the website favors the relatively higher number of men visitors, i.e. 63%. According to the data from Gemius in February 2018, the target audience of “Bolyarka” represents 61% of the website visitors.

⁷ Table 3. Prices for banner advertising based on number of impressions on the dir.bg website.

⁸ Table 4. Structure of visitors by gender.

Pricing and budget:

This website also offers many possibilities for banner advertising. In this case, we will also illustrate the idea by using an advertisement positioned in the right part of the website and in upper part of its homepage.

Figure 3. Banner advertisement on the Internet site of Sportal.bg⁹



Figure 3. shows a banner advertisement published under the following conditions:

Table 5. Prices for banner advertising based on number of impressions¹⁰

Website	Positioning	Impressions*	Visitors**	Price***
Sportal.bg	Home page	300 000	100 000	15 BGN
	Web pages	700 000	150 000	15 BGN
	All web pages	1 000 000	200 000	10 BGN

* Impressions per day

** Unique visitors per day

*** All prices do not include VAT and are not based of 1000 impressions

Table 5. shows the prices for banner advertising based on number of impressions, and in particular, the prices for a banner advert with a resolution of 300x250 pixels. The information refers to current prices as quoted on the Sportal.bg website. The table also reveals information about the positioning of a banner advertisement on the web pages of the site, not only on its homepage.

In this case, the price based on 1000 impressions is higher compared to prices for the other mentioned websites. This is mainly due to the fact that Sportal.bg is actively used as an advertising media by many companies and, therefore, this affects the prices of the offered service. In this case, an analogical budget of 3,000 BGN will guarantee approximately a little more than 6,000 impressions per day and 200,000 impressions per month respectively.

⁹ Figure 3. Banner advertising on the Internet site of Sportal.bg

¹⁰ Table 5. Prices for banner advertising based on the impressions on the Sportal.bg website.

4. Conclusion

Online advertising is very attractive because it provides a great variety of opportunities to promote products and reach specific target customers. These audiences include millions of socially active individuals who are educated and have incomes usually above the average ones. These people most often turn to the Internet when looking for information needed for taking decisions about purchasing different products and services. This is the main reason that has turned the Internet into one of the most preferred advertising platforms.

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ON-LAJN REKLAMNA KAMPANJA BRENDA "BOLYARKA" VT

Rezime: Predmet ove studije je on-lajn reklamiranje i mogućnost za razvoj koje ono nudi. S tim u vezi, rad predstavlja moguće rešenje za organizovanje reklamne kampanje proizvoda. U ovom slučaju je to pivo, posebno proizvodnja piva brenda "Bolyarka" u vlasništvu pivare "Bolyaraka VT" AD. Brend "Bolyarka" ima svoju ažuriranu internet stranicu, www.boliarka.com i Facebook stranicu sa više od 13.000 pratilaca. Glavni cilj kampanje je da se poveća broj pristupa i protoka prema dvema stranicama da bi se doprelo do ciljanih ljubitelja brenda. S tim u vezi, kampanja će koristiti reklamiranje putem banera na osnovu utisaka na različitim internet sajtovima koji pružaju informacije i zabavu.

Ključne reči: On-lajn reklamiranje, baner, "Bolyarka VT" AD