

This advice is more useful for companies that advertise on the radio, for example small companies with a limited budget.

And I think the most important tip is to be creative. A third of respondents cited uniqueness, originality and conciseness as the most important factors.

Another important consideration for companies to take into account is the translation of the slogan [3]. The survey showed that over 60% of consumers found the slogan more attractive in the original language. At the same time, the majority of respondents cited translated slogans as an example. This suggests that the translated slogan is understandable to a wider range of customers and therefore spreads and performs its function more easily and quickly, while the slogan in the original language is simply interesting. In addition, a slogan that has not been translated by an advertising specialist may be incorrect or less memorable. Therefore, due attention should be paid to the translation of the slogan.

All in all, a slogan is a very important advertising tool that helps companies promote their product and introduce it to potential buyers. When creating a slogan, you should remember that it is the foundation of your advertising campaign, on which its success largely depends. The slogan forms the image of the company in people's minds and thus helps them to subconsciously choose one or another product.

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SOCIAL MEDIA ADVERTISING: PERSONALIZED ADVERTISING

Companies like McDonald's, Apple and Ford have something in common: they make and sell physical things. But social media companies like Facebook, Instagram or TikTok make their money by selling space to advertisers. Today, more and more

companies are realising that capturing the attention of their audiences on social media is the best way to promote their products, drive traffic to their websites and increase conversions. Overall, the power of social media is growing every day, and with it, social media advertising is becoming more powerful and effective. So, online or social media advertising is a powerful tool in the modern marketing world and businesses should take a closer look at this way of promoting their services [1].

Whether you own a small business or manage a large corporation, it cannot grow without social media and a digital marketing strategy. Using social networks to drive traffic to your target audience takes time and requires you to set goals and commit to a social strategy.

Social media advertising is highly effective because it allows you to deliver your message to your ideal buyers throughout their purchase journey. As a result, social media advertising differs from traditional advertising with sophisticated targeting capabilities.

Once you have a clear social media marketing strategy in place, you can begin to consider advertising on social media platforms. Most social media sites now allow advertisers to easily leverage their reach and promote their products within the platform.

In the online world, getting your message across is becoming increasingly difficult as user attention becomes a scarce resource. If you want potential customers to notice your advertising, it makes sense to use personalised advertising. Personalised advertising is all about delivering targeted ads to consumers based on their data. By knowing what consumers like and don't like, businesses can better tailor their advertising campaigns to their target audience [2].

The market offers a huge range of products and services, so consumers are demanding. Personalised marketing analyses the customer's interests, needs and goals and creates a personalised offer for each user. From a business perspective, personalised advertising has three main objectives: to increase sales, to create demand for branded products, to save marketing costs and to retain customers. Ad personalisation helps brands create ads that stand out.

However, there are many ways to use ad personalisation, and some may be more effective for certain types of businesses. Here are some common types to consider using:

- Dynamic retargeting;
- Brand page personalisation;
- Text personalisation of ad messages;
- Image personalisation [3].

However, ad personalisation can be a great way to improve your advertising campaign. You should be aware of some of the potential drawbacks of using this technique before implementing it.

One of the main disadvantages of ad personalisation is that it can potentially violate users' privacy. If users are uncomfortable with their personal information being used to target ads to them, they may avoid your site or unsubscribe from your services.

Another concern with ad personalisation is that it could create a "filter bubble" effect, where users only see ads for products or services they are already interested in. This could limit their exposure to new products or ideas and make it harder for them to find the best deals on the items they want [4].

Ad personalisation, as a social media advertising tool, makes it possible to reach audiences based on their interests and online activities, such as the websites they visit, the products they view and the apps they install. This kind of efficiency is a boon for small businesses. Successful marketing requires your audience to see your product in different places at different times to become top of mind. This reinforces not only the existence of the brand, but also its relevance.

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COMMUNICATION STRATEGIES AND TACTICS FOR BRAND PROMOTION IN THE FASHION INDUSTRY (ON THE EXAMPLE OF ZARA)

The purpose of this study is to identify the specific characteristics of the communication strategies and tactics of ZARA promotion.

At present, due to the rapid development of innovative technologies and the consequent acceleration of life and the increase in the amount of information received from numerous channels, a customer is unconsciously influenced by the marketing policy of a company aimed at promoting the brand and selling its products. Thanks to the latest scientific and technological advances, communication policies based on specific strategies and tactics are now at the forefront. Despite the great scientific interest in this phenomenon, the strategies and tactics used to promote a world-famous fashion brand such as ZARA have not been sufficiently studied to justify the relevance of the research.

Zara is a world-famous Spanish brand that now has 2,264 stores in leading cities in 96 countries. In just a few years, it has made a huge breakthrough, which has been called the "Zara phenomenon". The company has achieved stunning success in the fashion