

How to create a catchy, bright and memorable slogan for the customer? There are plenty of strategies. For example, ‘Application for leadership’ (leadership position - is something that tends to have most companies, so there are numerous rankings that determine the best companies according to different characteristics); ‘Call to action’ (an integral part of any advertising and selling text); ‘Unique distinction’ (qualitative difference of the advertised product); ‘Rhyme’ (helps to make slogan more harmonious and memorable); ‘Binding to the audience’ (reference to a specific audience of buyers); ‘The creation of effect of selectiveness’ (Who does not want to feel special? This is one of the main ‘motivators’ for making a decision), and others.

When making a successful slogan, any of the strategies mentioned above can be used, but also they can be combined to achieve top advertising effect. The main thing to remember is that in the heart of all the great things lies an ‘idea’ and its implementation – it’s just a ‘business’.

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ADVERTISING AND ITS IMPACT ON SOCIAL OBJECTS IN MODERN BUSINESS

According to some people, advertisement is the printed salesmanship which makes goods popular. In other word, we can say that advertising is a technique of influencing the minds of the public to buy the goods advertised. It is a powerful art of attracting the customers to a particular goods. Advertising makes the commodity popular among the people through the use of media like newspapers, radio, TV and sign boards. It attracts the people and creates demand for the product. The expenditure on advertising is considered as a profitable investment.

There are the main advantages of advertising:

1. Increases sale: advertising is very useful in creating the demand and increasing the sale. As the sale of any commodity increases, its production also increases.
2. Provides employment: in the advertising industry thousands people are employed. On the other hand when the sale of the goods increases, new factories are established and rate of employment increases.
3. Save time: advertising enables the consumer to select the commodity according to his requirement within no time. Because he has been already informed about the standard of various goods through advertising.
4. Introduces new products: new products can be introduced in the market within short time through advertisement.
5. Establishes goodwill: advertising establishes reputation and goodwill of the firm.

6. Encourages competition: advertising encourages competition among the producers.

7. Reduces cost: advertising increases the sale and encourages the produce the goods on large scale. Due to large scale economies cost of production reduces.

8. Changes the living standard: advertising brings greater change in the habits attitudes and standard of living of the public.

9. Increases profit: advertising increases the sale and total profit of the producer. Due to this we say that advertising is a profitable investment.

10. Advantage to the consumer: advertising supplies up to date information about the competition products and their qualities.

12. Direct sale: through advertising producer is also introduced direct in the market. People may purchase the goods directly from the producer and can save money.

13. Makes the job easy for salesman: advertising makes the salesman job easier. There is no need of explaining the qualities of a product to consumer. Through advertising customer is already well informed. So a salesman can sell the product without any effort.

Disadvantages of advertising: there are also some demerits of advertising like economic waste. Due to expenditure on publicity the cost of production increases and it is beard by the consumer ultimately. Another disadvantage is that it restricts the competition and creates monopoly. It is also argued that advertising, creates frustration among the poor people. Sometimes advertisers also misguide the public.

So there are the few disadvantages of advertising. It is a universal truth that advertising has played very effective role in expanding the market of various goods.

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ONLINE ADVERTISING: IS IT SO EFFECTIVE ANDWORTH FIGHTING FOR IT?

It is very difficult or even impossible to evaluate the effectiveness of online advertising, but still many producers take a risk with the hope of increasing sales and product awareness. Huge amounts of money are being spent on the Internet advertising. There are a lot of forms of it. Each of them possesses different effectiveness, for example, relying on product placement as the main channel of attracting the audience almost makes no sense. And the effectiveness of the viral advertising is perhaps the most difficult to analyze.

Most varieties of online advertising are effective and their effectiveness is easy to track and respond adequately. For example, contextual advertising, as there are a