

SECTION 4

MARKETING COMMUNICATION AND ADVERTISING IN MODERN BUSINESS

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THE ERA OF ON-DEMAND MARKETING

Customers are more impatient than ever. They wield mobile tech like samurai and have increasingly high expectations from the brands they visit. Their motto is “I want it now”. It’s a reality that’s driving the new era of on-demand marketing.

Digital marketing is about to enter more challenging territory. Marketing is to become on demand — not just always “on”, but also always relevant, responsive to the consumer’s desires. What’s driving on-demand marketing? Technology is the catalyst for all this change. Many companies are already investing in massive analytical frameworks. Breakthroughs in mobile technology are creating an infinite number of ways to connect with consumers. For example, marketing automation vendor Market defines the Internet of Things (one of the most promising technology) as “the interconnectivity of our digital devices that provides endless opportunities for brands to listen and respond to the needs of their customers – with the right message, at the right time, on the right device”.

And we’re just getting started. According to Gartner, companies will spend \$232 billion on Big Data investments in the next 5 years. The developments are going to push marketing experiences even further. The simplest example is the activation of the Internet of Things in many devices through inexpensive communications tags. By the way, consumers may soon be able to discover new opportunities with devices that augment reality in their field of vision (e.g. Google glasses). As these opportunities to connect with the customer multiply, brands will need to have clear strategies to meet four primary consumer demands: anywhere and anytime access to the information; the information is personally relevant, easy to use and it deployed in ways that create value.

During our survey, we have been trying to paint a picture of this new kind of digital marketing and draw a conclusion. And it is quite clear: the consumer's experiences with brands and categories are set to change dramatically and become even more intense and defining. We think that staying ahead of on-demand marketing is not just a marketing issue - it is likely to be a key fundament for future competitive advantage.

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DOES COLOR REALLY MATTER?

Today it's more critical for businesses than ever before to differentiate themselves from their competitors and make memorable connections with their audience by creating unique and recognizable brands. All around the world billions of dollars are spent each year by companies trying to build a brand people can't resist. And it is colour that is one of the most crucial elements in brand building.

Actually, colour is the visual component people remember most about a brand followed closely by shapes and symbols, then numbers and finally words. The brand colour palette can have an immediate and profound effect on the customers who see it. Even the hue or intensity of a colour can change the way people perceive it and how they feel about it. In other words, choosing a brand color palette is not a task to be taken lightly.

Colour matters to brands for a few specific reasons. Firstly, it can subconsciously communicate a consistent message of a brand's promise to consumers. Secondly, colour can help to support brand expectations and mold consumer perceptions of a brand. Thirdly, it can make a brand stand out or blend in depending on the business' strategy and audience's wants and needs. Fourthly, colour can evoke emotions that can be very powerful.