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WI-FI ADVERTISING

Advertising is a way of attracting a customer towards a product developed by a company. The level of artistic and technical skill displayed in advertisements is often very high. Colour and design make a great impact on our behavior. Nowadays, the only way to convince customers to make a purchase is by attracting their attention not traditionally.

The main problems of advertising in general are annoying advertisements which are often sent to people for whom they are of no interest, poor assessment of effectiveness of advertising, inadequate legislation.

Some of these issues can be solved with the help of Wi-Fi advertising. That is why people discovered this kind of advertising.

The aim of our research is to determine what type of Wi-Fi advertising is more effective in finding a larger target audience.

There are several ways to contact the customer directly using Wi-Fi. A free Wi-Fi hotspot may be placed at cafes, restaurants, shopping centers. A user connects to free Wi-Fi provided by location, gives personal information to log in. After that the client will see on his/her screen only the advertising that a company sends [1].

Shopping centers may also install Wi-Fi sensors. Mobile devices searching for Wi-Fi networks emit signals containing the MAC address which is a unique device identification number. Wi-Fi sensors pick up the phone signals of people passing by without connecting them to the Internet and read their MAC addresses, if their Wi-Fi is on. With a series of observations, it is possible to analyze: detailed information about visitors, their quantity and time spent in the store, which locations they visit and in which order, the frequency of visits, new / loyal customers, passers-by, people who have made no purchases. The collected data go to the cloud server that processes it. Once online-pattern of the clients is made, the company starts sending advertisements to the target audience [2].

But there are some disadvantages of this type of advertising. Hackers can crack a Wi-Fi, use a similar name for free Wi-Fi, create a fake access point and take some information about clients such as passwords, telephone numbers, e-mail addresses. This is the problem of imperfection of the legislature, which permits to collect and store such information. Different types of pop-up banners like image, video, GIF, flash, text, embedded ads, can simply annoy clients. The client may be surprised and displeased with the constant SMS messages from the same store where he/she connected to the Internet or simply passed by the Wi-Fi sensor. But additional filtering algorithms are used for cleaning out static and staff devices and to correct any deviations in the observations. And clients can simply not connect to Wi-Fi hotspots or turn off Wi-Fi on mobile phones [3].

According to Wi-Fi analytics, it is possible for a company to obtain the information about the effectiveness of advertising. On the basis of research findings of a company, 7% of those who read the advertisement come to the shop during a 2 week-research. The number of new visitors during this period increase by 6.5% compared to the same period in the previous month [4].

Our aim was to analyze what type of Wi-Fi advertisement may enable the company to attract more clients. So we made a list of questions and interviewed 102 people. The first question was: do you connect to free Wi-Fi in shopping centers, cafes and other places. Research findings show that 52 percent connect to free Wi-Fi. The second question was: do you leave Wi-Fi on in your mobile device. 62,7 percent do not turn off Wi-Fi on their mobile phones. On the basis of these data, Wi-Fi advertising without connection can attract more people. It means that it works more effectively, as it enables a company to interact with a larger audience.

From these facts, one may conclude that the main impact of Wi-Fi can be used to send targeted advertisements to users on the basis of their profile, interests, location, preferences and even Google queries each time they enter the business location. That is why many businesses are shifting their advertising tactics from traditional digital advertising towards Wi-Fi Advertising.

References:

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SHOCKVERTISING AS A WAY TO PUBLIC ATTENTION

In today's world burning topic of many discussions is tolerance and morality. Tolerance towards people of different race, feminists, sexual minorities and so on. This is also connected with the sphere of marketing and advertising.