

7. Evaluation of communication results. With the help of a survey of the target audience, it turns out whether the advertising message was remembered, what exactly was remembered, what feelings it caused, how it affected the attitude to the company and its product.

8. Development and management of marketing communications: extension of the range of tools and appeals to target audiences, the introduction of new media [2, p. 392-402].

Marketing communications should ensure the movement of the consumer through the stages of purchase: from product awareness to the acquisition process.

Marketing communications should provide:

- 1) formation of innovative image of the company and its products;
- 2) informing about the characteristics of the goods;
- 3) justification of the price of goods;
- 4) the introduction into the consciousness of consumers of the distinctive features of the product;
- 5) informing about the place of purchase of goods and services;
- 6) information about sales;
- 7) information about what the firm stands out from its competitors [1, p. 78].

Today, a person is in a large information field, many messages go unnoticed, and only multi-step, thoughtful communication can lead to memorizing the brand and buying. Only after hearing about the product from several sources, a person attaches value to information, begins to interpret and remember it. That is why marketing communications require careful message development and planning.

References:

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PRODUCT PLACEMENT: CONCEPT AND EXAMPLES

For many years, advertising manages mass consumer behavior. It forms attitudes and stereotypes in human minds and literally prescribes the society what to consume. However, frequent advertising began to annoy the consumer due to its

aggressive and assertive nature. Marketers realize it and do their best to invent more sophisticated methods of influencing buyers. One of these methods is *Product Placement*.

Product Placement is a marketing technique which involves the usage of a movie, computer game, song, etc. as a placement for advertising. Usually in this form of advertising, we can see the product or its logo, or just hear about its high quality.

There are three types of *Product Placement* [1]:

1. **Visual**, which is a demonstration of a product itself or its logo. For example, the advertisement of popular diet pills “Xenadrine EFX” in the third part of “Terminator”.

2. **Audio**, which can be described as a phrase that advertises a product when an actor or “voice over” mentions this product or a sound that is directly associated with a product.

3. **Kinesthetic**, when the actor personally interacts with the advertised product in a movie, TV series, computer game, etc. An example is the usage of Aston Martin cars in many Bond movies.

The main medium for *Product Placement* is television. It accounts for about 71.4% of the total usage of this method of advertising [2]. One of the most successful usages of *Product Placement* is Steven Spielberg’s E.T. the Extra-Terrestrial. After its release, sales of the mentioned in this movie candies Reese’s Pieces soared by 65% [2].

Another medium for *Product Placement* is computer games, the main audience of which is teenagers. And of course, goods advertised in games are mainly intended for young people.

Product Placement can also be found in music videos, in the lyrics of songs and in literature. Nevertheless, literary *Product Placement* is quite recent.

However, the number of people who will watch such movies, or listen to such songs, etc. can’t be counted. That’s why it’s almost impossible to trace economic efficiency of this method of advertising.

The main advantages of *Product Placement* are the following:

- It does not interrupt the show and does not annoy consumers with advertising information.
- It is free from competitors; therefore, the product becomes a kind of "monopolist" in a certain movie, game, etc. The audience is sure to remember the goods.
- It extends far into the future. Media resources with involved *Product Placement* will not disappear over time and will promote this product for many years.

However, along with advantages *Product Placement* has some disadvantages:

- Using *Product Placement* is risky, because a movie, a game, etc. may fail and not become popular. In this case, both money and time will be wasted.

- The results of such advertising technology will not be instant and it will be almost impossible to plan the time of exposure for *Product Placement*.

Meanwhile, despite the widespread use of *Product Placement* in mass media over the world, its usage in Belarus is extremely limited. This is primarily due to the unpopularity of Belarusian cinematography, music, etc. in foreign countries. It is simply unprofitable for a brand manufacturer to pay for mentioning his product in Belarussian media. Therefore, in the near future, we are not likely to see any well-known brands in Belarusian media. However, *Product Placement* in Belarus can be useful in attracting Belarussians to our domestic products.

The only exception is Belarussian video game industry, in particular, games developed by the Belarusian company Wargaming.net. They are very popular both with Belarussians and foreign gamers. The main project of the company is a military simulator World of Tanks with its huge audience. So, it can be effectively used in *Product Placement*.

Thus, *Product Placement* today is a billion-dollar industry. It is one of the most profitable and popular types of advertising. However, Belarussian media resources are not attractive for *Product Placement*. This is the reason for the absence of this type of advertising in Belarus. With the creation of new media projects and the development of old ones, our country will be able to use such an advanced method of advertising.

References:

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MULTI-LEVEL MARKETING

What is MLM-marketing? Usually people have associations with Oriflame, Avon, Herbalife, Tiens and others companies. They are used to regularly calls from managers, who tell about unique products that haven't any analogues, attract us with various sweepstakes, gifts, they send spam every day, offer to start a business, try to "help". But in reality, they want to make money on us. And just imagine, people believe, give our contacts and, ultimately, buy. Of course, this isn't the end.