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FOREIGN COMMERCIALS ON THE BELARUSIAN MARKET

Advertising is a sphere of business which is becoming more and more international day by day. A lot of global brands which are popular in European countries and the United States enter Russian and Belarusian markets. That is why they are supposed to somehow promote their goods and services in order to attract customers from these countries. Some of these brands create their own advertisements and use them on the Internet or TV, but some decide not to elevate their creativity and take some advertising videos made in foreign subsidiaries of their company, translate them into their native language and use for promotion. Of course, it is a fast and not very expensive way but is it the best one?

The aims of my research are:

1. to compare the commercials of the global brands created in our country and abroad;
2. to figure out the attitude of people towards foreign commercials on TV and on the Internet;
3. to develop practical recommendations on how global brands can improve their advertising in Belarus.

There are many examples of translated commercials. One of them is a commercial created by the advertisers of the “Jacobs” brand. This brand of coffee is well-known among the whole Europe. Every year their commercial with Santa Claus can be seen on TV, and it is a strong association with the song “Let It Snow”. I have analyzed three commercials of this brand: the Christmas one, “Eva” created in 2017 and “Millicano” created in 2018. These commercials can be found in the Russian, Ukrainian and English languages and they are absolutely the same except the voiceover and the signboards on the locations. There are no commercials of this brand created in the Russian language which is rather disappointing.

Another example of a global brand with memorable commercials is the “Coca-Cola” brand. Their Christmas commercials are also adapted to the Russian and

Belarusian customer, but they also have commercials which are produced on the territory of the CIS. As an example, three years ago the brand produced a Christmas commercial with Dima Bilan, a famous Russian singer. This commercial was used for the promotion on the Internet and became highly popular among people.

The third example is the “Burger King” company. Their commercials are well-known for their humor which is not very appropriate for some people. They are constantly trying to seem more youth, use various kinds of jokes popular among young people. At the same time, the restaurants never copy foreign commercials as they always try to create their own. This brand is not afraid of taking risks and experimenting with various types of advertisements. It results in both positive and negative reviews: they are being discussed in a negative way, but more and more customers become interested in the production of the brand.

One of the oldest and most popular commercials on the Russian and Belarusian market is the “Mr. Proper” brand, but there are no commercials of this brand created in Russia or Belarus. In fact, the production of this brand is based on a product of the European brand “Mr. Clean”. All the commercials of “Mr. Proper” are translated commercials of “Mr. Clean”.

I have conducted a survey which stated that:

1. 61,5% of participants pay attention to the fact that a commercial is translated from another language into Russian;
2. 65,4% get distracted by this fact (e.g. because of the incoincidence between the voiceover and the image on the screen);
3. the opinions about the influence of foreign commercials on the Belarusian market match: 46,2% believe that this influence is positive and 46,2% believe that it is strongly negative;
4. 73,1% of participants would like to see more Belarusian commercials, and this certainly shows that global brands located on the Belarusian and Russian markets should use their creativity and produce more advertisements which will attract customers by their originality. Belarusian and Russian brands are successful in it (as an example, the brand “Prostokvashino” has successful well-known commercials), and this situation can create a competitive market of advertising.

So, the attitude of people towards commercials created in other countries and translated into Russian is negative. Unfortunately, in our country there are not many creative advertisers, but this can be easily changed by establishing more online- and offline-courses for future advertisers. Increasing the number of contests on creativity can also help young people to develop their skills and support them. Global brands located on the Belarusian and Russian markets should stop using something that has already been successful in other countries and try to take risks, invent something absolutely new. As a result, it will attract more and more customers.