

Representatives of advertising agencies and brands spoke about the features of creating corporate content, mobile native formats, and their experience with native advertising and how to evaluate its effectiveness [4, p. 1].

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ADVERTISEMENT AIMED AT GENERATION Z

The purpose of our work is to study the features of promotion to generation Z and find out tips and tricks for conquering the market. We will also pay attention to the main trends in the perception of centennials and consider what to focus on when starting a service for teenagers.

Nowadays, in the era of technology and globalization, marketing strategies are significantly different from the classic “book” practices. That is why there is a need to search for new, non-standard methods of product promotion in a changing market. Each new generation differs from the previous ones by personal preferences, the level of self-knowledge and perception of the world. The main reason for the differences is social and economic change.

Teenagers of the 21st century – generation Z, centennials – do not perceive deep “basic” theories. They prefer to solve multifunctional problems with the help of simple and effective methods. They like the visibility, technology and gadgets. Representatives of generation Z are actively using smartphones, tablets, all kinds of portable devices for all occasions, and also feel freely in VR and 3D reality [1].

The necessity of quick adaptation of promotion strategies to the changing tastes of the market appears. In order to stay afloat not only now, but, let's say, within 10 years, a marketer need to look far ahead. Moreover, it is important to take into account the fact that generation Z will have a direct impact on the formation of tastes and preferences of the next Alpha generation. As a result, the promotion methods developed today will serve as the basis for developing strategies of promotion to the next generation.

And the first method of promotion to be mentioned here is contemporary SMM. Social media marketing has outgrown the ordinary maintenance of pages. This tool changes daily, shaping its content, functionality and innovations, based on the preferences of a modern audience. Among the main trends of SMM that are interesting to generation Z we are to mention the following ones:

- Video and interactive content. Short videos on social networks help users quickly get acquainted with the product, expand the target audience and form the image of the business.

- Development of sales directly on social networking sites. Shopping tags and product cards on Instagram and Facebook are just the first steps to create full-fledged direct sales without going beyond the social network.

- The functionality of messengers is expanding, and chat bots have become an ideal tool for saving time and customer support [2].

In order to promote a product among teenagers, a marketer must remember about the “right” visualization and modern design. This is very important because an inappropriate, insufficiently or overly catchy design immediately rejects the desire to learn more about this product. There are a few youth web design trends to consider:

- Color gradients. A smooth transition from muted shades to brighter ones can be used both in the design of blocks on the website and in individual design elements (buttons, panels and logos) [3].

- Bright photos and illustrations. Juicy bright colors, contrasting images and “catchy” thematic photographs remain in one's memory for a long time.

- Active typography. The minimalism of modern services increasingly rejects heavy illustrations and photographs, since without them the design becomes cleaner and more accurate.

The third method to consider is available video content. The purpose of the video is to draw attention to the business and focus the audience on the strongest points of the idea. Teenagers increasingly prefer animation and video content. The most popular trends in video marketing are: interactive videos; vlogs, video interviews and commercials; modern 3D graphics [4].

We have conducted a small survey on this topic the aim of which is to analyze the advertising of some Belarusian brands. And the first step of our research was to conduct a survey among representatives of generation Z. For the survey, we selected 4 advertisements of different companies in the same field: makeup and cosmetics and tariff plans of mobile operators.

We decided to analyze the advertisement that attracted our target audience most. The most popular was advertising of brand Relouis. The company uses a variety of

techniques to attract generation Z: bright contrasting colors, gradient, lack of unnecessary information.

Our second part of the survey was aimed at identifying the most attractive advertisement of tariff plans of mobile operators for the Z generation. It turned out to be A1 (formerly known as Velcom).

The companies mentioned above actively interact with their audience on social networks. They conduct various surveys among their followers, upload video content and stories, and, what is very important, they have the ability to receive quick feedback from its subscribers. All of these methods are aimed at attracting the Z generation.

We can conclude that the Belarusian market is keeping up with new trends and is looking far into the future, capturing the attention of the Z generation. For this, different techniques are used, and the main ones are contemporary SMM, modern visualization and design, and available video. All of these help them to interact with the audience, use a creative approach and upload video content, use bright and attractive colors. As a result, drawing attention of generation Z to their products and making them their regular customers.

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COMMUNICATIVE STRATEGIES FOR BRAND PROMOTION IN SOCIAL MEDIA ON THE EXAMPLE OF TIKTOK PLATFORM

Social media is a great way for marketers to reach out to consumers in an informal and spontaneous way. Nowadays it is dramatically variable with the development of different social media platforms that allow more and more ways to host sales promotions. Recently a new platform called TikTok has seemingly exploded from nowhere to become one of the most downloaded apps in the world. It began life in 2018 as a moderately successful video-sharing app and nowadays has become #1 app among generation Z and millennials. Major corporations like Coca-Cola, Nike and Google saw the potential of the platform and started to run advertising campaigns on TikTok.