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NATIVE ADVERTISING

The history of advertising originates from the time when trade was just born. In ancient times, most likely, advertising was just word of mouth. Advertising posters began to be fully used in the middle of the nineteenth century [1, p. 5-6].

Advertising began to expand significantly with the advent of the media such as televisions, radio, magazines, etc. It was the Internet that made a real revolution in the field of advertising, changing both the way it was broadcast and the attitude of consumers towards it. This happened due to a number of advantages in contrast to regular advertising: the ability to track the reactions and actions of the Internet user and the ability of the advertiser to make changes to the existing advertising campaign.

In 1997 Bill Gross patented and implemented the idea of selling advertising links that would be shown to users along with the results of their search – this is how contextual advertising appeared [1, p. 2-3].

Contextual advertising is made out in the form of announcements, and these announcements are published only on those resources that have a similar theme with the contents of the announcement.

Gradually, with increasing competition and the amount of advertising, Internet users got tired of pop-ups and began ignoring them. At that time, contextual advertising turned into a more effective type of advertising - native advertising. It is becoming increasingly popular and accounting for almost two-thirds of all expenses for digital display advertising. Native advertising mimics the appearance and functionality of the content, increasing the likelihood that the audience will trust it. Simply put, this is an advertisement that fits and looks more like a recommendation [2, p. 2-3].

Brands and publishers prefer native advertising for the following main reasons: native advertising is seen 53% more than ordinary ads; people with a low probability ignore it; native advertising works and its revenues increase annually.

Native ads can be divided into 4 main types: In-Feed Units, Paid Search Units, Promoted Listings and everything else that does not fit their description is usually referred to as Custom advertising. Below we shall focus on some of them [3, p. 54-55], since the volume of the article does not permit to do it otherwise.

In-feed native ads mimic the design of the website where they appear. They can appear on the homepage, article pages, and content feeds. In-feed units look different from site to site as they fit into each site's unique user experience (Figure 1).



Figure 1. – In-feed native example

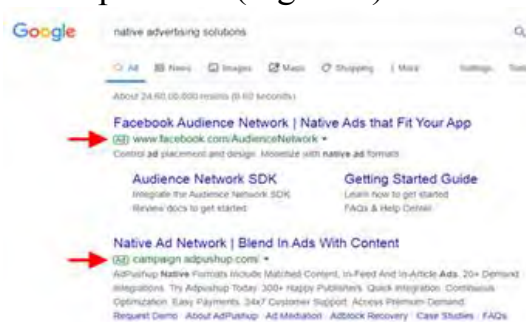


Figure 2. – Paid Search Units example

Paid Search Units are special search results at the beginning of the result or inserted in the list, designed to attract a little more attention. Those top paid search results are made to look like the organic search results (figure 2).

Promoted Listings are special products in the list of results designed by the client specifications. If you have an online shopping habit, you see promoted listings regularly. However, while those publishers paid for those media placements, they're made to look just like the organic listings (figure 3).

Custom elements are too specific for platform to form a separate category. For example, it can be in-game ads show rewarded videos to players. As users earn reward points after watching the video, these ads generate massive engagement and also in-map ads, based on the map location, in-map ads allow advertisers to promote their businesses in the vicinity based on the user-selected location and many others (figure 4).

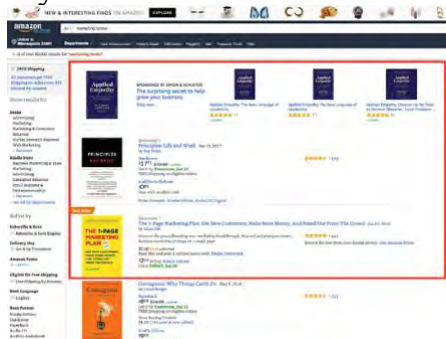


Figure 3. – Promoted Listings example



Figure 4. – Custom elements example

As for Belarus, there was a workshop on native advertising held at the Tut.by Gallery on October, 27 at which active market players from both Russia (Look At Media) and Belarus (TUT.BY, Kufar, 34MAG, KYKY, etc.) shared their experience.

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].