

Another essential issue is the one of health. On the one hand, constructive advertisements promote a healthy lifestyle, proper nutrition and inculcate necessary and useful habits (hygienic, food, social, personal). On the other hand, advertisements may convey a misconception that junk food can make you happier and more successful. Due to such advertisements children may demand to buy unhealthy food, which leads to an increase in cases of children's obesity. Moreover, the use of health-threatening tricks and experiments in advertisements can be perilous for children's perception and health in general.

To conclude, the research reveals a number of tactics used in marketing of products for children. Children's advertising is a fully-fledged type of marketing, which has both negative and positive effects. On the one hand, it can develop and instill the right habits, on the other hand, it can lead to health problems and a decrease in self-esteem. Responsibility for the information perceived by children lies not only with parents, who can control actions on the Internet, but also with advertisers, who should take special responsibility and protect children from their own impressionability. Advertisers should be aware of using a rich child's imagination in creating inflated expectations of their products. They should offer positive role models and realize that some habits or behaviors adopted by children from commercials can negatively affect their health and well-being.

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RESEARCH OF TYPES OF BRANDING STRATEGIES ON THE EXAMPLE OF THE BREWING INDUSTRY

A successful brand increases the value of the product it offers in the eyes of the consumer. In prosperous times, this is an additional profit, and in difficult times it is also the loyalty of customers, which guarantees stability. That is why modern companies pay great attention to the creation and development of the brand. Brewing companies are particularly active in branding.

The purpose of the work is to study the types of branding strategies that manufacturers use to promote consumer goods.

The research methodology consisted in the search and analysis of modern available literary and other information sources on the studied problem. The following general scientific methods of cognition were used in the study: monographic, comparative, descriptive, inductive, deductive methods, as well as methods of analysis and synthesis.

Our research has shown that currently the most common is the American typology, which distinguishes the following types of branding strategies: commodity brand, brand with extension, umbrella brand and online brand.

When using a product brand strategy, a new product is assigned a personal name and its own positioning. So the company AbIn-Bev Efes has several independent brands in its assortment: Klinskoe, Redd's, Old Miller, Siberian Crown, Golden Barrel. For example, the beer brand "Klinskoe" is positioned as a youth brand. This is done with the help of advertising, which clearly shows the target audience, its lifestyle, clothes. The consumer associates himself with this portrait [1].

As the study shows, the only way to expand the brand is to renew its product. An important advantage of using this strategy for enterprises is the ability to maximize market share when developing several segments with various consumer expectations.

Brand expansion is the use of an existing brand name that has successfully established itself in a certain market segment for development in a new segment of the same market.

The advantages of this way are easy to identify: you can eliminate unnecessary spending on creating a new brand, as well as not putting any of your own efforts. A huge pro is the creation of additional advertising to the manufacturer. Although, as for the promotion of such a brand, it is an order of magnitude more difficult both financially and in marketing terms. For the most part, the names of companies are not successful commercially, which means that the promotion will be very bad. The use of this type of brand seems justified in the case when the company's specialization is narrow, i.e. if the company knows in advance that it will enter the market under the brand of the same name with the product. The level of legal protection of the brand is the same as that of the company name, i.e. low. Meanwhile, it has already been proven that successful entry into the international market depends on the name of the company. Examples of applying the brand expansion strategy can be found at Alivaria, Krynitsa, Lida beer.

Umbrella brand is quite common. The idea of this brand is to release a diverse product under one name. It is productive when releasing a new type of product or when developing a new brand. In the early stages, the base brand supports the umbrella to assure the buyer of the quality of the product. In the future, it will win his customers by itself. In some cases, the base brand is retained as part of the overall branding campaign and may even form part of a new branding name. It is noted that an umbrella strategy leads to financial and marketing success, but it can also lead to collapse. The use of this approach allows you to separate brands if necessary. At the same time, a new product appears on the market under a more suitable brand, which the target audience expects. If we talk about the advantages of an umbrella brand, I must say that the main thing is that the company will spend less money on its creation than on the creation of a new brand. An example of an umbrella brand is the LIDSKAE brand, which unites and promotes all beers of this brand. Following the global trend to increase the premium segment, the company decided to divide the varieties of the LIDSKAE brand into two independent

lines: “Mainstream” and “Premium”. The mainstream line was replenished with a new variety “Legend”, and a Premium variety “Belae”.

The specificity of the online brand is the addition of a new variety of goods or a slightly different novelty. This method allows you to strengthen the brand image without spending almost any effort: the volume of sales increases and the needs of consumers are met. A striking example of a line brand is the Baltika beer (“Troika”, “Four”, “Nine”, etc.). The advantage of this type of brand is to attract the attention of consumers, which does not require additional advertising materials. It should be noted that the online brand has always been perceived as one. In this case, an excessive extension of the line is meaningless, since the proposal loses the unity that was originally an advantage [2].

The most successful configuration is a product brand for each unit of goods. Its essence lies in the exclusivity of each product, and it occupies a special position in the market. An important requirement for the brand is the superiority of the product in quality over other products. The weakness of such a brand lies in a special approach to each unit of goods. If it does not pay off, the company will suffer considerable losses.

Each of the studied variants of the branding strategy has advantages and disadvantages and can be used depending on the goals and capabilities of the manufacturer. However, the most popular strategies in the brewing industry are umbrella brand and commodity brand strategies.

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THE IMPACT OF SOCIAL MEDIA MARKETING ON MODERN BUSINESS

It is impossible to overestimate the role of technology in the modern world. They accelerate the development of civilization and make life easier for us. Nowadays, the Internet is a great force that provides excellent opportunities and, in addition, serves as a huge platform for expanding business, communication, education and entertainment. Moreover, it has become one of the fundamental components in the development of international business. The purpose of the work is to study the impact of Social Media Marketing on international business.

According to the HootSuite service over the past year, more than 49% of the residents of Belarus are active users of social networks. Today, social networks are not