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ADVERTISING VIDEOS AS A BRAND PROMOTION TOOL

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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Master of Sociology, Senior Lecturer

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ABSTRACT

The purpose of the graduate thesis is describe the promotion of brands through advertising videos.

The object of the research work is advertising videos. The subject of the research work is the promotion of brands with the help of advertising videos.

The methodological basis of the graduate thesis includes general scientific methods: the method of analysis and synthesis, the descriptive method and the method of comparison, as well as the particular scientific methods used in carrying out sociological research (the method of content analysis).

In the process of writing the graduate thesis, the following results were obtained: the concepts of advertising, marketing communications, advertising video; the communication and technical aspects of creating an advertising video are defined; the advertising materials of brands of mobile operators represented on the Belarusian market are analyzed; Differences in the process of brand promotion with the help of advertising videos on the Belarusian market are defined.

Within the framework of the graduate thesis work, a content analysis study was conducted. During the research, it was possible to identify differences in the promotion of brands of mobile operators with the help of advertising videos on the Belarusian market.

Research in this area will help to understand what categories the company uses when using an advertising clip as a brand promotion tool in the Belarusian market. The materials of the graduate thesis work are characterized by the potential for further theoretical and practical application, primarily for brands of mobile operators.

The results of the graduate thesis were obtained on the basis of reliable materials and independently conducted theoretical and practical research.

Key words: marketing communications, marketing complex, advertising, advertising video, creating an advertising video, mobile operators.