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**STRATEGY FOR PROMOTING  
A BRAND OF CAR IN THE BELARUSSIAN MARKET  
(on the example of car's brand Nissan»)**

Graduate Thesis  
**ABSTRACT**

Qualification 1-23 01 15 «Social Communications»

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## ABSTRACT

The object of the thesis research is brand of car. The subject of the research is promotion strategy of in Belarus. The aim of the thesis is analysis tools of advertising to promotion car's brand Nissan in Minsk. Methodological basis of the thesis was constituted by general scientific methods (the method of analysis and synthesis, induction and deduction method), the historical method, and polling method and design method.

In the course of writing this thesis following results were obtained: developed a promotional video "Nissan Juke"; an advertising campaign for the maintenance of Nissan was prepared: "Prepare your Nissan for the summer"; developed an advertising campaign for the updated Nissan Terrano.

The scientific novelty thesis is that it examines the specific features of Nissan automobile brand promotion and compares the promotion tools used by other automobile brands that operate in Minsk. The obtained results are characterized by ample opportunities for theoretical and practical application. The results of the work can be useful to everyone interested in advertising, PR and the automotive business. Materials of the thesis can be implemented in the educational process, as well as in the development of the marketing strategy of an automobile brand.

The materials and results of the thesis were obtained on the basis of reliable sources and independently carried out theoretical and practical research.

*Key words: strategy, advertising, positioning strategy, promotion, brand of car, advertising promotion, target audience..*