

**MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication**

LARYION
Anna Eduardovna

**CONTEXT ADVERTISING AS A INSTRUMENT OF BRAND PROMOTION
(on the example of children products rental service)**

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

Supervisor: Olga E. Dmitrieva
Senior Lecturer

Minsk, 2020

ABSTRACT

The Object of study of the thesis is context advertising. The subject of research of the thesis is the promotion of a rental service for children's goods. The purpose of the thesis is the study of context advertising as a method of promoting services for the rental of children's goods on the Internet. The methodological basis of the thesis was composed of general scientific methods: analysis and synthesis method, induction and deduction method.

In the process of writing a thesis, the following results were obtained: contextual advertising was considered in connection with other tools of Internet marketing, its features, advantages and disadvantages were examined. The process of creating an advertising campaign was divided into stages, the features of these stages were also described. In the design part, recommendations were given on promoting the brand of rental of children's goods.

The novelty of the results is due to the novelty of the niche in the business and, accordingly, the methods of its promotion

Materials of the thesis can be used in the educational process, as well as in the development of advertising campaigns. Materials and results of the thesis were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Key words: context advertising, Internet, Internet promotion, Internet advertising, Internet marketing, marketing of sphere of services, promotion of rental services.