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**PROMOTION OF COMMERCIAL BRAND:  
INTERCULTURAL ASPECT  
(on the example of Maybelline New York)**

Graduate Thesis  
ABSTRACT

Speciality: 1-23 01 15 Social Communications

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## ABSTRACT

The object of the thesis research is promotion of commercial brand. The subject of the research is the intercultural aspect of commercial brand promotion. The aim of the thesis – to examine and characterize intercultural aspects of commercial brand promotion. Methodological basis of the thesis was constituted by general scientific method: the method of texts' analysis, where the promotional videos were the texts, and the method used in sociological research: polling method.

In the course of writing this thesis following results were obtained: we characterized brand promotion tools, identified key differences of brand promotion in studied countries, which are depends on target group, described component elements of advertisement, which are depends on country, where advertise was created, identified the specific of creation advertisement videos, emphasized key characteristics of perception advertisement videos, which were caused by cultural differences of respondents.

Materials of the thesis can be implemented in the educational process, as well as in the development of commercial brand's promotion strategy. The materials and results of the thesis were obtained on the basis of reliable sources and independently carried out theoretical and practical research.

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*Key words: promotion, promotion tools, commercial brand, communication, intercultural communication, advertising communication, advertising message elements, intercultural aspect, intercultural differences in perception.*