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**COMMUNICATIVE STRATEGY FOR PROMOTING  
THE PRODUCT BRAND**

Graduate Thesis

ABSTRACT

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## ABSTRACT

The object of research is a product brand, tools and ways to implement its promotion strategy. The subject of the study is the peculiarities of the communicative strategy of promoting a product brand among students using the example of the «Lidskae pivo» brand. The purpose of the study is to investigate the communicative strategy of promoting product brands and, based on this, to determine the most effective ways to influence students when promoting the «Lidskae pivo» brand, taking into account the specifics of the product itself.

In the process of writing the thesis, the following data were obtained: the concepts and types of brand and branding were considered; the essence of building a brand and the stages of forming loyalty to it; the main tools, as well as the features of building a communicative strategy for promoting a product brand. In addition, data were obtained on the features of building a communicative strategy for promoting product brands among students.

The novelty of the results obtained is due to the lack of research in the field of developing communicative strategies for promoting product brands, in particular, among Belarusian brands. In addition, until now, the features of the promotion of beer brands have been poorly studied.

The obtained results are characterized by wide possibilities of theoretical and practical application. The materials of the thesis can be used both in the educational process and by specialists in brands and advertising when creating and correcting a communicative strategy for promoting a product brand among students.

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

*Keywords: brand, rebranding, trademark, loyalty, strategy, communication strategy, consumers, positioning, promotion.*