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**PROMOTING THE COMMERCIAL BRAND  
WITH ONLINE ADVERTISING  
(on the example of the mobile operator "A1")**

Graduate Thesis  
ABSTRACT  
Speciality 1-23 01 15 Social Communications

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## ABSTRACT

The object of study of the thesis is the promotion of a commercial brand on the Internet. The subject of the study is the features of promoting a commercial brand using online advertising. The purpose of the study is to reveal the features and benefits of using online advertising as a tool for promoting a commercial brand on the Internet. Research methods – analysis of information from theoretical sources, systematization, generalization, classification, comparison, graphical method of presenting information, questionnaire survey method.

As part of this work, a study was conducted on the attitude of the youth target audience to the Internet advertising of the mobile operator "A1". The study was conducted in order to determine the characteristics of the perception of advertising on the Internet, to identify the features of evaluating Internet advertising, as well as to determine the factors influencing consumer intentions.

Based on the study of theoretical sources and the study, the main points were identified that enhance the impact of online advertising and favorably affect the promotion of a commercial brand on the Internet. Recommendations for the development and placement of advertising materials on the Internet have been developed.

The results of this work will be useful to advertisers, in particular, the department for promotion and advertising of the A1 cellular brand, in planning, developing and placing online advertising. Effective online advertising planning will help reduce the number of consumers who find online advertising repulsive. It will help to identify the main points that enhance the impact of advertising and favorably influence the formation of positive buying intentions.

The materials used and the results of the thesis work are reliable. The work was done independently.

*Keywords: commercial brand, Internet promotion, Internet advertising, advertising perception, brand characteristics, Internet marketing, attitude to Internet advertising.*