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**COMMUNICATION STRATEGY FOR PROMOTION  
OF THE PRODUCT BRAND**

Graduate Thesis

ABSTRACT

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## ABSTRACT

The object of research of the thesis is a communicative strategy for the promotion of goods and services. The subject of the thesis is a communicative strategy for promoting a product brand. The purpose of the thesis is to develop a model of a communicative strategy for promoting a product brand. The methodological basis of the thesis was made up of general scientific methods (analysis and synthesis, induction and deduction method, descriptive method) and private scientific research methods (PEST and SWOT analysis, Porter's five competitive forces analysis, questionnaire survey, project method).

In the process of writing the thesis, the following results were obtained: the main theoretical approaches to the formation and development of a communicative strategy were studied; knowledge concerning the setting of goals, the formulation of tasks, the definition of the target audience, the choice of marketing communication tools, media planning, budget determination, etc. was structured; the characteristics of SOAO «Kommunarka» were given and the communicative strategy of promoting this enterprise was analyzed, strengths and weaknesses identified; a model of the communicative strategy of the Kommunarka association in the author's version was developed, which was based on new data on the study of the main target audience of this product brand – young people aged 16-25 years; the idea of a modern confectionery brand in the mass consciousness of consumers was revealed. The following results were obtained during the process of writing the diploma thesis: the main characteristics of different generations and their attitude towards commercial advertising were identified; the peculiarities of advertising communication interaction with different generations were highlighted; the most effective communication channels for reaching different age groups were analyzed; the strengths and weaknesses of Belarusian commercial advertising in interacting with different age groups were described; recommendations for improving current commercial advertising practices were developed based on the conducted research.

The results of the study have a scientific novelty, since the materials obtained form the evidence base for the development of the author's vision of a communicative strategy for promoting product brands, based on the experience of the Kommunarka association. The practical significance of the thesis is that the results of the research can be used by specialists of the marketing department of SOAO «Kommunarka». The obtained results can be used in the educational process, as part of the training of specialists in advertising and communication in the disciplines of «Integrated Marketing Communications», «Media Planning», «Marketing», etc.

*Keywords: communication strategy, promotion, marketing, brand, product, target audience.*