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**INTERNET ADVERTISING  
AS A TOOL FOR BRAND PROMOTION**

Graduate Thesis

**ABSTRACT**

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## ABSTRACT

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

Based on the study of theoretical sources and the study, the main points were identified that enhance the impact of online advertising, and also positively affect brand promotion on the Internet. Recommendations were made on the development and placement of advertising materials on the Internet.

The results of this work will be useful to advertisers, in particular the promotion and advertising department of the Ozon marketplace, in planning, developing and placing their online advertising. Effective planning of online advertising will help increase the number of consumers who will have a positive attitude towards online advertising. It can also help to identify the main points that enhance the impact of advertising and favorably influence the formation of positive purchase intentions.

The scientific novelty of the study lies in the demand for systematically organized data on the features of online advertising as a method of brand promotion. Knowing these features will help in building the most effective communication strategy and, as a result, in increasing sales figures.

*Keywords: brand, brand characteristics, online advertising, promotion tools.*