

THE FUTURE OF TRADITIONAL ADVERTISING CHANNELS IN BELARUS: ADAPTATION STRATEGIES FOR 2024

The evolution of advertising channels in Belarus has been significantly influenced by technological advancements, shifts in consumer behavior, and changes in regulatory frameworks. As we navigate the dynamic landscape of the advertising industry, it becomes increasingly important to examine the future of traditional advertising channels and explore adaptation strategies to meet the demands of the market in 2024.

Traditional advertising channels, such as television, radio, print media, and outdoor advertising, have long been the fundamental of marketing campaigns in Belarus. However, with the rise of digitalization and the growing popularity of online platforms, these traditional channels face new challenges and opportunities. Understanding how these channels can adapt in the changing landscape is essential for marketers, advertisers, and businesses aiming to effectively reach their target audience [1, 2].

To gain deeper insights into the future of traditional advertising channels in Belarus, we conducted a comprehensive questionnaire. Through this survey, we aimed to gather firsthand data on consumer preferences, perceptions, and behaviors related to traditional advertising channels in the context of the Belarusian market in 2024.

A total of 40 respondents from various demographic and professional groups took part in the survey. The sample was heterogeneous in terms of age and gender (figure 1, figure 2).

The majority of respondents (85 %) prefer to receive information about products and services through the internet, including social media, search engines, and websites. Television also remains a popular choice, indicated by 60% of survey participants. Outdoor advertising and print media are less popular among respondents, attracting only 25 % and 15 % of votes respectively. This indicates the increasing influence of digital media on audience preferences, although traditional channels still remain significant (figure 3).

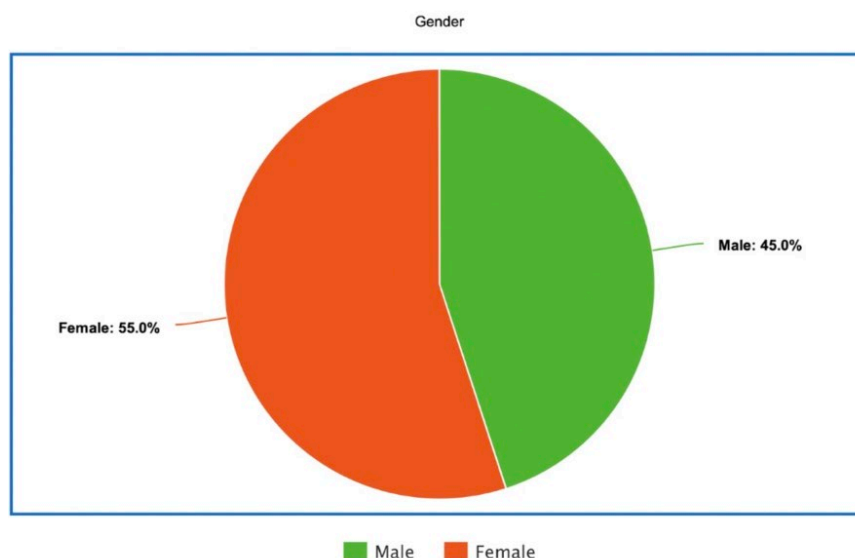


Fig. 1. Statistical data on gender of respondents

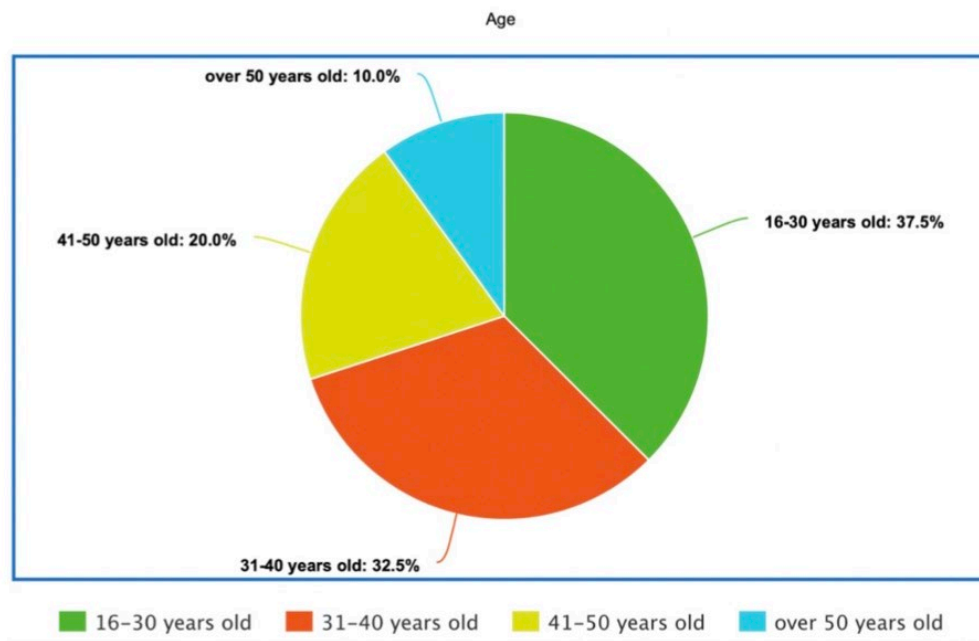


Fig. 2. Statistical data on age of respondents

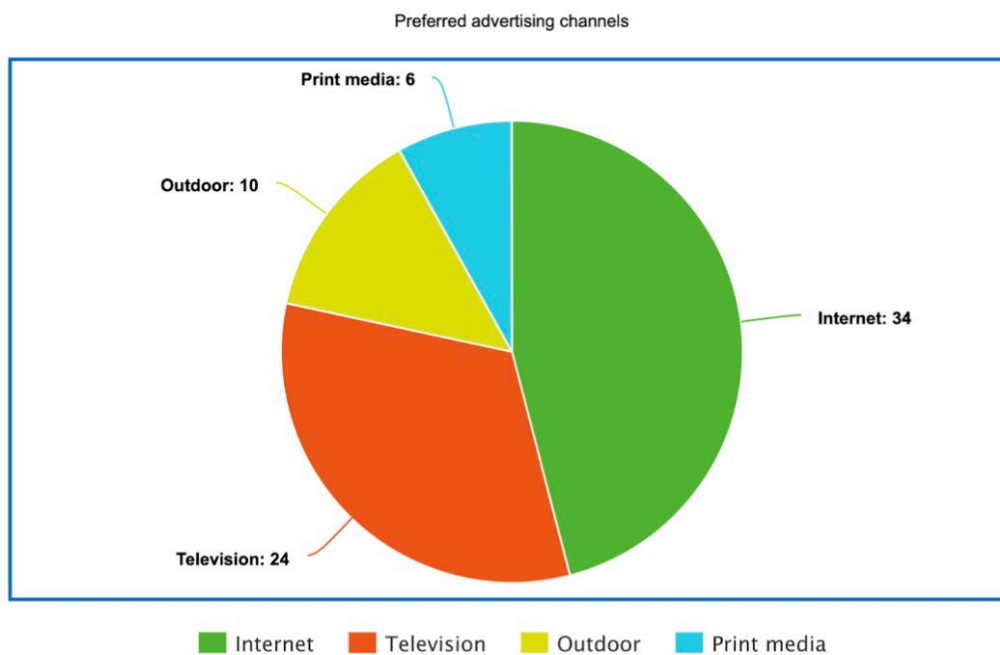


Fig. 3. Statistical data on preferred advertising channel

Based on the survey findings, the following trends and adaptation strategies can be implemented by advertisers and marketers in 2024

- Integration of traditional channels with digital platforms

Based on the findings of the survey, it is evident that digital media, including the internet and social networks, continue to be the preferred channels for accessing information about products and services. Consequently, a crucial adaptation strategy for 2024 entails the harmonization of traditional advertising channels with digital platforms. This encompasses leveraging digital technologies to optimize engagement with the audience. For instance, a television advertising campaign for a local consumer goods brand can be enriched with digital components to amplify engagement and expand its audience reach. By incorporating QR codes or short URLs into TV commercials, viewers are

encouraged to navigate to the brand's website or social media platforms to access exclusive promotions or supplementary content. This integration not only extends the lifespan of the TV ad beyond its airtime, but also provides valuable insights into consumer behavior and preferences

- Implementation of interactive outdoor advertising

In Belarus, where conventional outdoor advertising mediums such as billboards and digital screens on shopping mall facades are prevalent, the introduction of interactive out-of-home (OOH) advertising marks a significant advancement. By infusing these existing outdoor advertising platforms with interactive features, such as touch screens or augmented reality (AR) technology, brands have the capacity to convert static displays into immersive experiences for consumers [3].

- Introduce branded content partnerships with local Influencers

Forging branded content partnerships with local influencers offers a unique adaptation strategy to harness the power of word-of-mouth marketing through traditional advertising channels in Belarus. By collaborating with popular Belarusian influencers across various social media platforms, brands can extend their reach, credibility, and resonance among target audiences. For instance, Partnering with prominent Belarusian influencers in diverse niches, such as fashion, lifestyle, or food, to co-create branded content for television, radio, and print advertisements can infuse campaigns with authenticity and relatability. Whether featuring influencers in commercials, hosting sponsored segments on radio shows, or showcasing endorsements in print ads, brands can leverage the influence and trust of local personalities to amplify their messaging and drive consumer engagement. Additionally, tailoring these partnerships to specific age groups ensures relevance and effectiveness. For instance, collaborating with influencers who resonate with different age demographics, from teens to seniors, allows brands to effectively target and engage audiences across the spectrum of consumer demographics.

In conclusion, the future of traditional advertising channels in Belarus lies in their ability to adapt to the evolving digital landscape while maintaining their relevance and effectiveness. Our survey findings highlight the shifting preferences of consumers towards digital media, emphasizing the importance of integrating traditional channels with digital platforms to enhance engagement and reach. Additionally, the implementation of innovative strategies, such as interactive outdoor advertising and branded content partnerships with local influencers, presents promising opportunities for advertisers and marketers to create immersive and impactful brand experiences. By embracing these adaptation strategies, businesses can navigate the dynamic advertising industry in 2024 and effectively connect with their target audience in Belarus.

References

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