

## Export, advertising, media

The collection presents the works of young researchers - students of the Institute of Journalism of the Belarusian State University - Diana Volynets, Svetlana Galuzo, Anastasia Gizatullina, Natalia Danilevich, Elena Dovnar, Alexandra Eguneva, Karina Zhigarina, Meruert Koldasova, Anna Kurilenok, Nikolai Nikolayenko, Alexei Potapov, Maria Ryabova, Yuri Snitsky, Elizaveta Flonenko, Daria Cherkes, Martina Cherkovskaya, Anastasia Chernova, Evgenia Shitko, whose attention is focused on various aspects of advertising and media promotion of products of leading Belarusian exporters to the markets of the Commonwealth of Independent States, the European Union, Asia and Africa. The relevance of this topic is explained by the fact that ensuring conditions for the growth of exports of goods and services is not only one of the most important directions of foreign economic activity for the Republic of Belarus, but also the main priority of the Belarusian economy, as exports in its structure account for more than half of the gross domestic product. How to succeed in developing foreign markets using the opportunities of advertising and media is described in this collective research.



The experience of teaching and pedagogical work at the Department of Foreign Journalism and Literature of the Institute of Journalism of the Belarusian State University is almost fifteen years. She is the author of methodical complexes for such academic disciplines as "World Advertising Industry", "International Issues in the Mass Media of the Republic of Belarus".



Boris Zalessky



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*Collection of articles*

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**Boris Zalessky**

## **Topical issues of Belarusian export development in the context of advertising and media support**

Ensuring conditions for the growth of exports of goods and services is not only one of the most important areas of foreign economic activity for the Republic of Belarus, but also the main priority for the development of the Belarusian economy, since exports account for more than half of the gross domestic product in its structure. And this fact makes it one of the key sources of sustainable economic growth in the country.

The issues of developing Belarusian export potential and balancing foreign trade have become particularly important in the current environment, "since external demand for domestic producers' products is the most important factor in utilizing production capacities, maintaining a high level of employment, and ensuring dynamic economic growth. At the same time, a positive balance of foreign trade transactions in goods and services ensures financial stability at the macro level, conditioning such basic parameters of the country's economic security as official gold and foreign exchange reserves, gross and public external debt, the exchange rate of the national currency, and state budget revenues"<sup>1</sup>.

The most important global challenges and trends that have significantly affected the conditions of export activities of Belarusian economic entities in recent years are: 1) growing global competition in the markets of goods and services, capital and technology; 2) tougher conditions of access to raw materials, energy, water and food resources, as well as transportation corridors; 3) the increasing role of innovative economic growth and export

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<sup>1</sup> National Export Development Program of the Republic of Belarus [Electronic resource]. - 2011. - URL: <http://pravo.levonevskv.org/bazaby11/republic01/text820.htm>

growth against the background of the decreasing importance of traditional factors of national economic development. Under these conditions, according to the Belarusian head of state, "diversification of exports, search for new markets is a matter of paramount importance, a matter of survival of our country"<sup>2</sup>.

That is why, having completed the formation of the system of export stimulation and support based on international practice at the state level, the Republic of Belarus has set a course for the development, improvement and creation of conditions for the introduction of new effective mechanisms of this system. It is understandable: in the situation of post-crisis development of world trade, the vector of development aimed at "increasing knowledge-intensive and high-tech products in the structure of exports, diversification of supplies to new markets" is objectively actualized for such countries as Belarus.<sup>3</sup>

An effective tool for achieving the goals outlined in this area is the implementation of a multi-vector foreign economic policy by Belarus, which maintains foreign trade contacts with most foreign countries and actively participates in international integration processes. The following facts speak volumes in this regard: "Today the Republic of Belarus has diplomatic missions in 56 countries around the world. Taking into account the accreditation of part-time ambassadors, Belarus is represented in 112 out of 174 states with which our country has established diplomatic relations"<sup>4</sup>. In the republic itself at the beginning of 2016 there were 46 embassies, 4

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2 Meeting with the Minister of Foreign Affairs Vladimir Makei [Electronic resource]. - 2014. - URL: [http://president.gov.by/ru/news\\_ru/view/vstrecha-s-ministrom-inostrannyx-del-vladimirom-makeem-10420/](http://president.gov.by/ru/news_ru/view/vstrecha-s-ministrom-inostrannyx-del-vladimirom-makeem-10420/)

3 Exports [Electronic resource]. - 2015. - URL: <http://mfa.gov.by/export/export/>

4 Review of the results of the foreign policy of the Republic of Belarus and the activities of the Ministry of Foreign Affairs in 2015 [Electronic resource]. - 2016. - URL: <http://mfa.gov.by/publication/reports/ad9a745931227143.html>



embassy branches, 2 trade missions, 35 consular offices of foreign states, 16 representative offices of international organizations, and 86 foreign embassies accredited in Minsk part-time from Moscow, Vilnius, Warsaw and Kiev.

These facts show that Belarus has considerable potential both in terms of strengthening mutually beneficial ties with traditional economic partners and developing new markets, and in diversifying its exports as one of the conditions for stable economic development and improving the living standards of its citizens. It is known that Belarusian export products number over a thousand items, and the main goods supplied to foreign markets include oil products, potash and nitrogen fertilizers, rolled metal products and metal cord, tractors, trucks, buses, refrigerators and freezers, chemical fibers and threads, caprolactam, tires, wood and wood products, furniture, clothing, footwear, dairy and meat products, sugar. This list is supplemented by a wide range of complex technical products with "stable demand in foreign markets: agricultural machinery, trolleybuses and streetcars, road-building machinery, technological and electronic equipment, gas stoves, washing machines, microelectronics products and optical devices"<sup>5</sup>.

Nevertheless, the results of 2015 have shown that Belarus today requires further concentration of efforts to increase exports and search for new markets: "The situation confirms the need for a more dynamic shift of the center of gravity in export policy from traditional markets to other directions of geographical and commodity diversification of export flows. Qualitatively new innovative goods and services are needed"<sup>6</sup>. In this

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5 Export potential [Electronic resource]. - 2015. - URL: <http://mfa.gov.by/export/export/potential/>

6 Andrei Kobyakov held a meeting of the Presidium of the Council of Ministers [Electronic resource]. - 2015. - URL: <http://www.government.by/ru/content/5967>

regard, the Belarusian government has set the task to "make the most effective use of the existing agreements and developments with all countries, paying special attention to those with which a program of joint actions has been worked out at the highest and highest levels"<sup>7</sup>.

Back in 2014, almost fifty countries were identified as new promising markets for Belarusian exporters: 1. Australia. 2. Algeria. 3. Angola. 4. Bahrain. 5. Bolivia. 6. Gabon. 7. Gambia. 8. Ghana. 9. Greece. 10. Zimbabwe. 11. Jordan. 12. Ireland. 13. Spain. 14. Cambodia. 15. Cameroon. 16. Colombia. 17. Côte d'Ivoire. 18. Kuwait. 19. Laos. 20. Lebanon. 21. Malaysia. 22. Mali. 23. Malta. 24. Morocco. 25. Mozambique. 26. Mongolia. 27. Myanmar. 28. Namibia. 29. Nigeria. 30. Nicaragua. 31. Oman. 32. Pakistan. 33. Peru. 34. Portugal. 35. Saudi Arabia. 36. Senegal. 37. Singapore. 38. Slovenia. 39. Sudan. 40. Thailand. 41. Togo. 42. Tunisia. 43. Philippines. 44. Croatia. 45. Sri Lanka. 46. Ecuador<sup>8</sup>. To fulfill this prospective task, in the same year "embassies of our country were opened in Australia, Qatar, Mongolia, Pakistan, Ecuador"<sup>9</sup>.

But in the same year, 2014, Belarus faced serious external challenges, which were associated with a decline in world prices for oil and exported oil products, devaluation of the Russian ruble, and escalation of the situation in Ukraine. As a result, exports of goods to Russia decreased by almost one and a half billion dollars. Although partial compensation for these losses was the increase in Belarusian supplies to Europe, Asia, America, and Africa by

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7 Andrei Kobyakov met with the heads of diplomatic missions and consular offices of the Republic of Belarus [Electronic resource]. - 2015. - URL: <http://www.government.by/ru/content/5956>  
<http://www.belta.by/economics/view/minpromu-belarusi-predstoit-v-2014-godu-narastit-eksport-tovarov-na-novye-rynki-do-1687-mln-42698-2014>

9 Review of the results of the foreign policy of the Republic of Belarus and the activities of the Ministry of Foreign Affairs in 2014 [Electronic resource]. - 2015. - URL: <http://mfa.gov.by/publication/reports/a2973e28e4b86261.html>

almost one billion dollars, the total volume of exports of goods from Belarus to new promising markets amounted to only 84% of the 2013 level.

<sup>10</sup>This situation was the subject of serious consideration at a meeting of the Presidium of the Council of Ministers in February 2015, during which the government focused attention on the main problems of diversification and export growth - the lack of an effective pricing strategy of Belarusian manufacturers and issues with the quality and service of machinery, and formulated specific measures to intensify work in non-CIS markets using such tools as "aggressive marketing, participation in tenders, and the creation of new markets with

In order to take additional measures to develop new foreign markets, specific countries and regions were assigned to high-level Belarusian officials, and the Ministry of Foreign Affairs was designated as the coordinating body for diversifying and increasing exports, which was instructed to "interact directly with officials assigned to countries and regions"<sup>11</sup>. The following countries have already been named as new promising markets for Belarusian exports in 2015: 1. Algeria. 2. Bangladesh. 3. Bahrain. 4. Bosnia and Herzegovina. 5. Greece. 6. Denmark. 7. Zimbabwe. 8. Jordan. 9. Spain. 10. Cambodia. 11. Kenya. 12. Cyprus. 13. Kuwait. 14. Laos. 15. Macedonia. 16. Malaysia. 17. Morocco. 18. Nepal. 19. Norway. 20. Nicaragua. 21. Oman. 22. Panama. 23. Peru. 24. Portugal. 25. Saudi Arabia. 26. Senegal. 27. Singapore. 28. Togo. 29. Tunisia. 30. Uruguay. 31. Philippines. 32. Croatia. 33. Montenegro. 34. Chile. 35. Sri Lanka.

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10 Andrei Kobayakov held a meeting of the Presidium of the Council of Ministers [Electronic resource]. - 2015. - URL: <http://www.government.by/ru/content/5840>

11 Grigorovich, T. To increase exports Belarusian officials were assigned specific countries and regions / T. Grigorovich // [Electronic resource].- 2014. - URL: <http://www.belta.by/economics/view/dlja-naraschivaniya-eksporta-za-belorusskimi-chinovnikami-zakrepili-konkretnye-strany-i-regiony-62465-2014>

Nevertheless, in the first quarter of 2015, the macroeconomic situation in Belarus continued to be shaped under the conditions of narrowing of the main export markets. The volume of Belarusian exports in goods and services decreased by almost a quarter in the first two months. "The greatest challenges and difficulties were faced by industrial enterprises, primarily in the sphere of machine building"<sup>12</sup>. Therefore, as early as in April 2015, a proposal was made at the government level that the center of gravity in export policy should be shifted more dynamically from the Russian market to other directions. At the same time, attention was drawn to the expediency of accelerated both geographical and commodity diversification of export flows, which was confirmed by serious arguments. In particular, despite the general decline in exports in January and February 2015, Belarusian exports to Asian countries grew by \$106.7 million. And for a number of countries such as India, Australia, Indonesia, Vietnam, the United States of America, and Bulgaria, the target was exceeded two to three times.

In January 2016, the Belarusian government and the National Bank adopted a set of measures to address the tasks of socio-economic development of the Republic of Belarus in 2016 and to ensure macroeconomic balance, including 93 measures in the field of foreign economic, integration, investment, innovation, industrial, price, antimonopoly, social, regional, monetary and credit policies, as well as the following measures

The first item in this document is "approval of the National Program of Support and Development of Exports of the Republic of Belarus for 2016-2020"<sup>13</sup>. And then it is about the need to develop a plan to support

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12 Matveev, V. The Government of Belarus implements a set of measures to support export / V. Matveev // [Electronic resource]. - 2015. - URL: <http://www.belarus.by/ru/government/events/pravitelstvo-belarusi-realizuet-kompleks-mer-po-podderzhke-eksporta-i-0000019944.html>

13 Complex of measures to address the challenges of socio-economic development of the

Belarusian exporters and implement the decisions of the Eurasian Intergovernmental Council on the joint development of exports of goods and services to third-country markets. At that, "special attention will be paid to diversification of exports"<sup>14</sup> in the following ratio: the market of the Eurasian Economic Union - 37.3 percent; the market of the European Union - 35.2 percent; markets of other countries - 27.5 percent.

In the longer term - by 2020 - as it follows from the Directive No. 3 "On Priorities for Strengthening the Economic Security of the State" updated at the end of January 2016, it is envisaged to ensure systematic diversification of Belarusian exports to achieve equal distribution of supplies from Belarus between the markets already mentioned above in the ratio: one-third - one-third - one-third. "This will make it possible to balance Belarus' foreign trade, develop new markets and gain a foothold in them, and reduce the risk of dependence of Belarus' economic growth on the growth of individual trading partner countries"<sup>15</sup>. In this regard, all stakeholders in the country are tasked to search for and implement new forms and methods of promoting Belarusian goods, works and services in traditional and new markets, as well as to expand international cooperation by creating long-term alliances of various types - in the form of joint ventures outside Belarus, franchising, licensing and leasing agreements - to master advanced technologies, produce new goods and accompany their sale with accompanying services. The priorities also include the organization of cooperation between leading

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Republic of Belarus in 2016 and to ensure macroeconomic balance [Electronic resource]. - 2016. - URL: <http://www.government.by/upload/docs/file579cc4076ac5948a.PDF>

14 Approved a set of measures to address the challenges of socio-economic development of Belarus in 2016 [Electronic resource]. - 2016. - URL: <http://www.government.by/ru/content/6206>

15 Belarus plans to significantly reduce dependence on traditional markets by 2020 [Electronic resource]. - 2016. - URL: <http://www.belta.by/economics/view/belarus-k-2020-godu-planiruet-znachitelno-snizit-zavisimost-ot-traditsionnyh-rynkov-sbyta-179235-2016/>.

Belarusian producers and specialized transnational corporations in order to attract foreign direct investment, providing the opportunity to use modern technologies, equipment, patents for the production of the latest types of products, and to gain access to the commodity distribution network of transnational corporations.

The appearance of these policy documents in early 2016 was largely dictated by the fact that in 2015, Belarus's foreign trade turnover of goods decreased by almost a quarter and amounted to almost \$57 billion. Exports of Belarusian goods decreased by an even larger amount - 26 percent, amounting to \$26.7 billion. At the same time, with the countries of the Commonwealth of Independent States "exports decreased by 33.3% to \$14.1 billion"<sup>16</sup>, with non-CIS countries - by 15.8% - to \$12.6 billion, including with the countries of the European Union - by 19.4% - almost to \$8.6 billion.

Belarus sees a way out of this situation in the implementation of an effective investment and innovation policy based on the realization of a number of significant specific projects. First, it is the implementation of joint investment projects within the framework of interregional China-Belarus cooperation, where the flagship project is the development of the China-Belarus Industrial Park Veliky Kamen. Secondly, implementation of investment projects within the framework of the State Investment Program for 2016, where special attention will be paid to the construction of engineering infrastructure facilities at the Belarusian Nuclear Power Plant.

Third, increasing the efficiency of economic development of Belarusian regions by deepening their specialization and developing industries that use local raw materials and resources, organizing industrial sites equipped with

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16 Belarus in 2015 reduced imports of goods by 25.2% [Electronic resource]. - 2016. - URL: <http://www.belta.by/economics/view/belarus-v-2015-godu-umenshila-importovarov-na-252-179684-2016/>.

engineering and transport infrastructure for the implementation of industrial projects with the creation of new enterprises. Fourth, attraction of foreign investments for the implementation of projects within the framework of cross-border and interregional cooperation, joint creation of regional infrastructure facilities, development of cross-border trade and tourism.

As we can see, the role of regions in implementing an effective export policy is noticeably increasing in modern conditions. This is explained by the serious problems they have faced recently. Thus, Vitebsk region in January-November 2015 was able to ensure the export of goods only at the level of 54.6 percent compared to the level of 2014. The region sees the solution to the problem in expanding the geography of export supplies. And certain steps in this direction have already been made. In particular, in the first 11 months of 2015, the products of Vitebsk region were shipped to the markets of eight countries - India, Cameroon, Republic of Korea, Kuwait, Luxembourg, Nigeria, Saudi Arabia, Montenegro. In another eight countries - Kyrgyzstan, Azerbaijan, Georgia, Uzbekistan, Lithuania, Poland, United Arab Emirates, Mongolia - Vitebsk exports last year regained their positions in the form of new deliveries of milk powder, whey, additives to lubricating oils, door panels, veterinary drugs. In addition, interregional contacts with Pskov, Chelyabinsk, Rostov, Sverdlovsk, Kaluga, Lipetsk, Smolensk, Moscow regions of Russia, Slovakia, Czech Republic, Latvia<sup>17</sup> were significantly "intensified. In total, the geography of the region's export supplies has expanded to 77 countries.

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17 Tikhonova, A. Vitebsk region has expanded the geography of exports to 77 countries / A. Tikhonova.

Tikhonova // [Electronic resource] . 2016. -  
URL:  
<http://www.belta.by/regions/view/vitebskaja-oblast-rasshirila-geografiju-eksporta-do-77-stran-178915-2016/>

As for Grodno Region, it is still extremely dependent on the Russian market. In particular, in 2015, almost 97 percent of the region's meat and dairy products were supplied there. But the contours of geographical and commodity diversification of exports are already outlined here: "In 2015, for the first time, Grodno Region exported to Afghanistan, Syria, Palestine, Iraq and Croatia. Exports to the countries of the far arc almost doubled, to the USA - by 10%"<sup>18</sup>.

Export supplies of economic entities of Brest region decreased by almost 29 percent in the first ten months of 2015. The region plans to drastically change this negative trend "through geographical and commodity diversification of exports, by increasing exports of knowledge-intensive and innovative goods, deepening interregional cooperation, improving export infrastructure"<sup>19</sup>. In particular, the work with the People's Republic of China will be significantly strengthened, where the region's enterprises have already significantly - 1.7 times - increased the volume of exports in 2015. At the same time, "the city of Xiaogan can become a springboard on the basis of which the Chinese market as a whole can be developed"<sup>20</sup>.

Minsk region plans to increase exports of goods by more than five percent in 2016 "due to the implementation of investment projects on technical re-equipment and reconstruction of production facilities in order to improve the

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18 Stasiukevich, E. Grodno region will increase exports to new countries while maintaining premium markets / E. Stasiukevich // [Electronic resource]. - 2016. - URL: <http://www.belta.by/regions/view/grodnenskaja-oblast-budet-naraschivat-eksport-v-novye-strany-pri-sohraneni-premialnyh-rvnkov-179447-2016/>.

19 Vechorko, S. Expansion of exports is determined as the main factor of economic growth in Brest region in 2016 / S. Vechorko // [Electronic resource]. - 2015. - URL: <http://www.belta.by/regions/view/rasshirenie-eksporta-opredeleno-glavnym-faktorom-rosta-ekonomiki-brestskoj-oblasti-v-2016-godu-175763-2015/>.

20 Chernovolova, A. Chinese companies are interested in cooperation with the processing enterprises of Brest / A. Chernovolova // [Electronic resource]. - 2015. - URL: <http://www.belta.by/regions/view/kitajskie-kompanii-zainteresovany-v-sotrudnichestve-s-pererabatyvajuschimi-predpriyatijami-bresta-167088-2015/>.



quality and competitiveness of products, activation of marketing activities"<sup>21</sup>. In particular, the increase in exports should be provided by: LLC "Gromin", completing the construction of a plant for the production of plastic packaging; LLC "Onega Plus", completing the construction of a plant for the production of raw potato chips; SOOO "Evipak Industries", launching a new technological line for the production of packaging equipment; CJSC "Adani Technologies", planning to put into operation a plant for the production of high-tech and radiographic equipment for industrial and special applications. Agrocombinat Dzerzhinsky OJSC plans to develop new markets in Armenia, Azerbaijan, Georgia, Kazakhstan, Moldova, Turkmenistan, Uzbekistan and Ukraine by expanding the range of supplied products. Increasing the export of services in the form of increasing the volume of transportation between the countries of the European Union, Central Asia, Azerbaijan and Mongolia is included in the specific plans of such transport enterprises of Minsk region as "Big-Trail" LLC, "Belspetsagrotrans" LLC, "Proliy" LLC, "Intertransavto" LLC.

The task of finding and implementing new forms and methods of promoting Belarusian goods, works and services in traditional and new markets is no less urgent for Belarusian industries of the real sector, where the demand for innovations and effective innovation policy aimed at creating an innovation-oriented economy is significantly increasing. And in a number of industries this task is already being accomplished. In particular, the Ministry of Industry of the Republic of Belarus, which unites in its structure several hundred enterprises, including: 135 - machine-building and metalworking, more than 60 - radio engineering, 16 - electrotechnical, 10 - optomechanical,

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<sup>21</sup> Minsk region plans to increase exports of goods by 5.2% in 2016 [Electronic resource]. - 2016. - URL: <http://www.belta.by/regions/view/minskaja-oblast-planiruet-v-2016-godu-uvlechit-eksport-tovarov-na-52-176378-2016/>.

8 - metallurgical, 5 - instrument-making, 4 - electronic industry.

It is clear that in a highly competitive environment, when there is a fierce struggle for markets and consumers on virtually every continent on the planet, building a strategy to conquer new markets is a troublesome and difficult task. It is clear that even before entering a particular market it should be thoroughly studied and all options of possible actions in it should be considered. It is clear that it is important to establish a connection between marketing services of enterprises and potential markets and consumers, understanding the determining role of marketers in the formation of orders to engineering services, which, in turn, based on consumer demands and analysis of the competitive environment, should create new samples of equipment.

The Belarusian Ministry of Industry considers several priority directions for export diversification: "The main direction is Southeast Asia, India, Pakistan and China. <...> The second priority direction is the countries of Latin America. And, finally, the third direction is the countries of Africa"<sup>22</sup>. The facts show what is being done specifically to address these challenges. In particular, in the first 10 months of 2015, the products of the enterprises of the Ministry of Industry appeared on the markets of 12 countries where they had not been exported before: Ireland, Montenegro, Democratic People's Republic of Korea, Nepal, Zimbabwe, Mauritania, Tanzania, Sierra Leone, Equatorial Guinea, Colombia, Chile, New Zealand. Export shipments to another 27 countries increased compared to 2014. Among them are Armenia, Belgium, Germany, Spain, Netherlands, Great Britain, Vietnam,

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22 Vovk, V. Export diversification is one of the priority tasks in 2015 / V. Vovk // [Electronic resource] . 2015. - URL: <http://www.belta.by/comments/view/diversifikatsija-eksporta-odna-iz-pervoocherednyh-zadach-v-2015-godu-3697/>

Thailand, Israel, China, Tunisia, Canada, Cuba, Australia. In total, "enterprises of the Ministry of Industry in 2015 exported their 23 products to 102 countries"<sup>23</sup>.

Of course, each company chooses its own strategy to diversify its export supplies. Thus, the geography of foreign trade partners of the Belarusian Automobile Plant totaled 42 countries in 2015, and the top ten were: Russia, Great Britain, Kyrgyzstan, Mongolia, Bulgaria, Serbia, Vietnam, Iran, Italy, and Kazakhstan. In addition, "in 2015, the range of new countries-consumers of BELAZ products on the African continent also expanded. A large batch of machinery was put into operation in Zimbabwe <...>, wheeled bulldozers BELAZ-78231 are now in operation in Morocco"<sup>24</sup>. And Minsk Automobile Plant came out on top in terms of sales in 2015 in Ukraine of new trucks with GVW over 3.5 tons. The statistics here are as follows. In total, more than 900 new trucks were registered in Ukraine, including 294 - MAZ brand, which is 43.4 percent higher than the sales level of 2014. As for competitors, "the number two brand in Ukraine is Scania: the Swedes managed to sell 137 trucks last year. In third place is MAN - 85 vehicles"<sup>25</sup>.

Gomselmash OJSC has its own geography of export diversification, where Russian regions occupy a significant place. In particular, in 2015, for the first time the farmers of Samara and Tula regions, Krasnodar and Stavropol Territories were able to familiarize themselves with the advantages of KZS-

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23 In January-October 2015, the enterprises of the Ministry of Industry started supplying equipment to the 12 new countries [Electronic resource]. - 2015. - URL: <http://www.belta.by/economics/view/predpriiatiia-minprom-a-janvare-oktjabre-2015-goda-nachali-postavki-tehniki-v-12-novyh-stran-176237-2016/>

24 Geography of foreign trade partnership of JSC BELAZ in 2015 [Electronic resource]. - 2016. - URL: [http://www.minprom.gov.by/novost?News\\_ID=1858](http://www.minprom.gov.by/novost?News_ID=1858)

25 MAZ - brand number one in the market of new trucks in Ukraine [Electronic resource]. - 2016. - URL: [http://www.minprom.gov.by/novost7News\\_ID=1863](http://www.minprom.gov.by/novost7News_ID=1863)

1624.1 combine harvesters. The first ten units of "Palesse" machinery were sent to the Leningrad region. The first KZS-1218-29 combine harvester was sold to Kaliningrad region. With the help of "Gomselmash" representative office in the Czech Republic the first samples of machines were sent to Spain, Hungary, Turkey. The "Palesse" machines appeared in Pakistan and Thailand. And in 2016 "the presence of Gomselmash machinery is expected in Egypt, Azerbaijan, South Africa, Tajikistan, Georgia, Serbia, Germany"<sup>26</sup>

The cooperation between the Belarusian holding company Amkodor and the International Chinese Investment Corporation for Property Management CITIC Construction CO., LTD on the production of export-oriented products may turn out to be effective. In January 2016, the parties signed a memorandum "on the construction in the village of Kolodishchi, Minsk district, of a plant for the production of special machines Amkodor Mash"<sup>27</sup>

The Belarusian Production and Trade Concern of Forestry, Woodworking and Pulp and Paper Industry, which unites 46 large enterprises of various forms of ownership, should also ensure the growth of export potential. At present, the enterprises of the concern supply their products to the markets of 52 countries, and the share of exports in the total volume of their production is 56.4 percent. Nevertheless, together with the Ministry of Foreign Affairs of the Republic of Belarus, the Concern has already developed and started implementing the action plan for the development of foreign trade, foreign economic and investment cooperation for 2016, the

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26 Konovalov, E. "Gomselmash" with the word "for the first time" / E. Konovalov // [Electronic resource]. - 2016. - URL: [http://www.minprom.gov.by/novost?News\\_ID=1857](http://www.minprom.gov.by/novost?News_ID=1857)

27 "AMKODOR" signed a memorandum of cooperation with a large Chinese investment corporation [Electronic resource]. - 2016. - URL: [http://www.minprom.gov.by/novost?News\\_ID=1859](http://www.minprom.gov.by/novost?News_ID=1859)

main purpose of which is to increase the export volumes of the Concern's enterprises. The task of increasing exports "will be solved through the search and development of new foreign markets, including through the development of commodity distribution networks, commodity and geographical diversification of the export structure, reaching a strategic level of relations with dynamically developing countries"<sup>28</sup> .

At the same time, export diversification will be aimed at a flexible combination of several main vectors: the first - development of cooperation and specialization in the Eurasian Economic Union on the basis of deepening economic relations, primarily with Russia; the second - ensuring partnership relations with the countries of the European Union, taking into account the possible accession of the Republic of Belarus to the World Trade Organization, primarily with Slovakia, Poland, Bulgaria, Romania, Hungary; the third - expanding the presence of the Concern's products in non-traditional markets such as Turkey, Iran, Pakistan, Spain, Italy, France, China and Egypt. <...> Such priority markets as Turkey, Iran, Pakistan, Spain, Italy, France, Spain, China and Egypt have been identified as reference points for expanding the geography of the Concern's exports in 2016"<sup>29</sup> .

All these plans can become a reality only if the Concern's enterprises develop the production capacities of the already implemented investment projects of export-oriented production facilities and expand the range of their products, as well as create new export-oriented economic entities. The

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28 Kasko, M. "Bellesbumprom" has identified key points of export growth in 2015 / M. Kasko // [Electronic resource]. - 2015. - URL:

<http://www.belta.by/comments/view/bellesbumprom-opredelil-opornye-tochki-rosta-eksporta-na-2015-god-3699/>

29 Attention to export [Electronic resource]. - 2016. - URL: <http://bellesbumprom.by/ru/press-tsentr/novost/924-vnimanie-eksportu>

Belarusian Wallpaper Holding, which is part of the Bellesbumprom Concern, has already demonstrated an interesting experience in this respect.

The holding unites four enterprises: UE "Gomeloboyi", UE "Minsk Wallpaper Factory", branch "Dobrush Paper Factory "Hero of Labor", branch "Belkarton". In 2015, these enterprises increased exports of cardboard and paper products by 44 percent, exceeding the figure of six million dollars. Exports of paper and cardboard grew even more - by 80 percent - to 8.6 thousand tons. It is characteristic that in 2015 the main recipients of cardboard and paper products of Belarusian Wallpapers were consumers of Russia and Poland - five and a half million dollars, as well as Lithuania, Ukraine, Armenia, Kazakhstan, Moldova and Latvia.

The secret of the export success of the holding's enterprises lies in the timely development of export-oriented production facilities. In particular, the largest volume of export deliveries in 2015 came to the branch of Belarusian Wallpapers - Dobrush Paper Factory "Hero of Labor", where "in 2014 the paper-making machine was modernized. This allowed to significantly expand the range of products and double the production volume"<sup>30</sup>. Now this factory is implementing another investment project - the construction of a plant for the production of multilayer coated and uncoated paperboard with a capacity of 200 thousand tons per year. The project is expected to be completed in 2017. By mastering the production of coated and uncoated paperboard, Belarusian producers will not only reduce imports of these products from the Commonwealth of Independent States and the European Union, but will also ensure the growth of their exports.

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30 Holding "Belarusian Wallpaper" in 2015 increased exports of paper and cardboard 1.8 times to 8.6 thousand tons [Electronic resource]. - 2016. - URL: <http://www.belta.by/economics/view/holding-belorusskie-oboiv-2015-godu-uvelichil-eksport-bumagi-i-kartona-v-18-raza-do-86-mln-t-178139-2016/>

As we can see, the Bellesbumprom Concern has experience in developing export-oriented enterprises. And it is ready to share it with other participants of this segment of the Belarusian economy. This, in particular, is evidenced by the fact that it was on the Concern's initiative that in January 2016 the Association of Furniture and Woodworking Industry Enterprises was established in the Republic of Belarus, one of the main objectives of which will be to "promote the formation of export-oriented, high-tech, resource-saving wood processing, woodworking and furniture industries"<sup>31</sup>.

The Belarusian construction complex is among those segments of the country's economy that have a particularly high export potential. Thus, in 2014 "exports of goods by organizations of the Ministry of Construction and Architecture increased by 3.7% <...>, exports of services - by 46%"<sup>32</sup>. As of 2015, the targets for the volume of exports of construction, engineering and architectural services were fulfilled to the amount of one billion dollars. Nevertheless, in 2016 the Belarusian builders are tasked to further increase the volume of exports of goods and services, prioritizing the quality of work and deadlines in accordance with contractual obligations, as well as "to coordinate work on cost optimization, cost reduction and introduction of new technologies. Enterprises need to ensure the application of the world's 33 best practices in construction"<sup>33</sup>.

The strategy for the development of the Belarusian construction industry envisages several ways of solving this task. First of all, by means of new

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31 Furniture makers and woodworkers united in an association [Electronic resource]. - 2016. - URL: <http://bellesbumprom.by/ru/press-tsentr/novost/936-mebelshchiki-i-derevoobrabotchiki-ob-edinilis-v-assotsiatsiyu>

32 Dylenok, Y. In Belarus the share of construction in the GDP structure exceeded 10% / Y. Dylenok // [Electronic resource]. - 2014. - URL: <http://www.belta.by/economics/view/-belarusi-udelnyj-ves-stroitelstva-v-strukture-vvp-prevysil-10-59965-2014>

33 Anatoly Kalinin took part in the meeting of the board of the Ministry of Construction and Architecture [Electronic resource]. - 2016. - URL: <http://www.government.by/ru/content/6246>

technologies. An example: the Gomelsteklo enterprise, where modernization in terms of industrial glass processing is coming to an end. By the end of the half-year there should complete the adjustment and launch of the line for the production of energy-efficient glass, which will allow to produce at the first stage about 4 million square meters of such glass with the possibility of increasing the volume up to 8 million square meters. And there are already preliminary contracts for the supply of this glass for export. Besides, the high export potential of Belarusian glass is also evidenced by such facts. Almost signed contracts for its supply to Germany and Poland in the amount of 8.5 million square meters, as well as to Ukraine - 13 million square meters - and small volumes to Turkey and Italy.

Cement is the next export item for Belarusian builders. It is known that its consumption within the country is no more than four million tons per year, while its production only by dry method is 6.6 million tons. In 2016, supplies of Belarusian cement to European countries will increase by 500 thousand tons, while exports to Russia will amount to 1.2 million tons. The existing export potential of Belarusian crushed stone is also encouraging, as work is already underway with Poland and Lithuania. In particular, "in January 2016 alone, they loaded as much crushed stone as in the entire first quarter of last year"<sup>34</sup>.

The second direction is the diversification of foreign markets, where we are talking, first of all, about the expansion of Russian regional markets. A good example is the Kaluga region, where the Belarusian company MAPID OJSC is building a residential complex Malinovka on the north-eastern outskirts

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34 Mikhovich, S. Belarus plans to increase by 500 thousand tons of cement supplies to Europe in 2016 / S. Mikhovich // [Electronic resource]. - 2016. - URL: <http://www.belta.by/economics/view/belarus-planiruet-v-2016-godu-uvelichit-na-500-tys-t-postavki-tsementa-v-evropu-180248-2016/>.



of Kaluga. This is 5 apartment buildings with a landscaped and beautified territory, roads, parking lots, sets of small architectural forms, a beautiful park with a pond, walking paths and pavilions.

A 9-story 3-section building with 188 apartments and a 19-story 1-section building with 126 apartments have already been built in the neighborhood. The construction of two 1-section 19-storey buildings with 126 apartments each and one 19-storey building with 106 apartments is being completed. The cooperation will continue with the construction of another residential complex - "Malinovka 2", consisting of five houses with 698 apartments. The Belarusian developer - Vesta LLC - was granted a construction permit for the residential quarter "Vesnushki" in the Right Bank microdistrict of Kaluga. In August 2015, we laid the foundation stone of the first house. In total there will be seven of them, the total area of apartments will be 42968 square meters, the number of apartments - 920. Also LLC "VESTA" started realization of another project - residential complex "Annenki"<sup>35</sup>. There is also an interesting experience of cooperation in the construction sector in the interaction between the builders of Belarus and Moscow. Back in 2014, the Russians ensured the creation of the improvement object "Moscow Yard" on Independence Avenue of the Belarusian capital. "In 2015, the Minskians completed a reciprocal project: the object of improvement "Minsk Yard" in the Southern Administrative District of Moscow on Borisovskie Prudy Street"<sup>36</sup>. It is quite possible that in 2016 Belarusian builders will

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35 Artamonov, A. Life shows our complete mutual understanding and readiness to support each other / A. Artamonov // Interaction of Regions: the Union State - the locomotive of Eurasian integration : information-integration project / compiled by, interviewed by B. Zalessky, M. Valkovsky, A. Greshnikov. - Minsk : Biznesofset, 2016. - C. 159.

36 Cheremin, S. Belarusian products are in well-deserved demand among Muscovites / S. Cheremin // Interaction of regions: the Union State - the locomotive of Eurasian integration : information-integration project / compiled by, interviewed by B. Zalessky, M. Valkovsky, A. Greshnikov. - Minsk : Biznesofset, 2016. - C. 192.

appear in other regions of Russia. For example, they are already discussing the possibility of participation of Belarusian construction organizations "in the complex of program development of the transport system of the Chechen Republic. In particular, they were talking about the reconstruction and construction of transport infrastructure facilities: airports, railway stations, logistics centers"<sup>37</sup> .

At the beginning of 2016, Belarus established a construction holding Belstroycenter, which "includes 18 of our enterprises with a total number of employees of about 35 thousand people"<sup>38</sup> , which indicates a serious intensification of work in the industry to enter new markets.

Against the backdrop of the powerful export diversification campaign launched in Belarus, it is important that the demands voiced at the meeting of the Belarusian Council of Ministers in April 2015 to take additional measures in the area of marketing promotion and advertising of Belarusian products should not be overshadowed. <sup>39</sup>In particular, at that time it was proposed to form expert groups of representatives of exporting organizations to work out visits to countries whose markets are promising for exports, to take additional measures to intensify the work of bilateral intergovernmental commissions, committees, and councils in the sphere of foreign economic activity, and to consider the need to "stimulate the use of active marketing methods and placement of publications of relevant materials in printed specialized publications, materials on exports, as well as the need to take

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37 Construction complex of Belarus and the Chechen Republic: prospects of cooperation [Electronic resource] . 2016. - URL: [http://www.mas.by/ru/news\\_ru/view/stroikompleks-belarusi-i-chechenskaja-respublika-perspektivy-sotrudnichestva-634/](http://www.mas.by/ru/news_ru/view/stroikompleks-belarusi-i-chechenskaja-respublika-perspektivy-sotrudnichestva-634/).

38 Mikhovich, S. A construction holding is registered in Belarus / S. Mikhovich // [Electronic resource]. - 2016. - URL: <http://www.belta.by/economics/view/v-belarusi-zaregistrirovan-stroitelnyj-holding-180247-2016/>.

39 Andrei Kobayakov held a meeting of the Council of Ministers [Electronic resource]. - 2015. - URL: <http://www.government.by/ru/content/5897>

measures to promote the promotion of Belarusian products and advertisement of Belarusian products.

The setting of this task was very timely, as it is a fact that in 2015 the presence of Belarusian content in the global information space expanded considerably. This is evidenced, in particular, by the activity of the Belarusian diplomatic corps in the foreign media. **January:** interview of the head of the Belarusian diplomatic mission in Armenia S. Sukhorenko to the "Armenian News" agency. **February:** press-conference of the Minister of Foreign Affairs of the Republic of Belarus V. Makei - on the results of his visit to Syria, interview of the Deputy Minister of Foreign Affairs V. Rybakov - to the South Korean newspaper "Jungang Ilbo", article of the Belarusian Ambassador to Finland A. Ostrovski - in the edition "Finland". A. Ostrovsky - in the publication "Baltic Rim Economies", interview of the head of the Belarusian diplomatic mission in Kazakhstan A. Nichkasau - in the magazine "Mangi El". **March** - interviews: Deputy Foreign Minister A. Guryanov - Lithuanian newspaper "Verslo Žinios", Ambassador Extraordinary and Plenipotentiary of the Republic of Belarus to Poland A. Averyanov - to the magazine "Mangi El". A. Averyanov - to the magazine "Svyat Elit", in Mongolia - S. Chepurny - to the newspapers "Soembo" and "Zuuny Made", in Ukraine - V. Velichko - to the news agency. Velichko - to the news agency Ukraushy Novini, in Russia - I. Petrishenko - to the newspaper Soyuz. Belarus-Russia", in Egypt and Algeria (part-time) - S. Rachkova - to the Algerian newspaper "Al-Shaab". **April** - interviews: First Deputy Foreign Minister of the Republic of Belarus A. Mikhnevich - Lithuanian "Lietuvos Žinės", Deputy Foreign Minister E. Kupčina - Hungarian newspaper "Magyar Hirlap", A. Guryanov - Estonian newspaper "Lietuvos Žinės". Guryanov - to the Estonian newspaper Delovye Vedomosti, I. Petrishenko - to the program "From the First Person" of the

Public Television of Russia and the newspaper Soyuznoe Veche, A. Nichkasov - to the news agency Kazinform, head of the Belarusian diplomatic mission in the Czech Republic V. Markovich - to the publication Par Par Para. Markovich - to "Parlamentai Listy". **May** - article by V. Makei in the British magazine "Forced Migration Review"; interviews: V. Makei - to the American newspaper "The Washington Post", E. Kupčina - to the Slovenian newspaper "The Slovenia Times", Ambassador Extraordinary and Plenipotentiary of the Republic of Belarus to Lithuania A. Korol - to the Lithuanian edition "Express-week", in Israel - V. Skvortsov - to the portal "The Slovenia Times". Skvortsov to the portal "Israel in Faces". **July** - interviews: V. Makei - to the TV channel "Rossiya-24", V. Rybakov - to the Russian news agency "TASS" and the Russian service of UN Radio, I. Petrishenko - to "Rossiyskaya Gazeta"; a joint article by Ambassador Extraordinary and Plenipotentiary of the Republic of Belarus to Austria V. Voronetsky and Ambassadors of Armenia. Voronetsky and the Ambassadors of Armenia, Kazakhstan, Kyrgyzstan and Russia in Austria - in "Die Presse". **August**: interview with V. Skvortsov - in the portal "Israel in Faces" **September** - interviews with M. Dolgoplova, Ambassador Extraordinary and Plenipotentiary of the Republic of Belarus to Latvia - in the Latvian newspaper "Business Vesti", A. Averyanov - in the magazine "TTG Central Euripe", A. Ostrovsky - in the magazine "Ensto Today". **October** - interviews: V. Makei - Kommersant newspaper, A. Mikhnevich - Union State information and analytical portal, S. Rachkov - Middle East News Agency. **December** - interviews: Ambassador Extraordinary and Plenipotentiary of the Republic of Belarus to Armenia I. Nazaruk - "ArmInfo" news agency, S. Rachkov - Egyptian magazine "Diplomacy"<sup>40</sup>.

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40 Interviews and publications [Electronic resource]. - 2016. - URL: <http://mfa.gov.by/press/smi/1>

It seems that this very interesting media experience of Belarusian diplomats should be comprehended and further developed in 2016 in the publications of representatives of Belarusian regional and sectoral structures with the most active participation and support of representatives of the international segment of Belarusian national journalism.

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**Diana Volynets**

## **Peculiarities of advertising promotion of Pinskiy furniture to the Ukrainian market**

2015 was a very difficult year for the Ukrainian economy. The situation in the east of the country has left its mark on all sectors of the economy, and the furniture market was no exception. Trade in the territories that are close to the conflict zones has practically stopped, because only essential goods - food and hygiene products - are used there. Another of the serious blows to the furniture industry can be considered the loss of Crimea by Ukraine. Previously, more than five million people lived in Donetsk and Lugansk regions alone. And Crimea with its developed tourist infrastructure was almost the leading region in furniture consumption in Ukraine. Such a difficult and extraordinary situation hit the furniture factories of Ukraine hard. In fact, enterprises of the furniture industry lost 20-30% of the sales market. Many of them found themselves on the verge of survival.

The currency exchange rate of the hryvnia has made a record fall, which has led to a sharp impoverishment of the majority of society. Instability and growth of the exchange rate, increase in utility tariffs, hostilities in the east of Ukraine, and falling living standards are factors that do not contribute in any way to an increase in sales. The Ukrainian market has a situation where many sellers for a long time barely make ends meet or even work at a loss. "Moreover, in 2015, the drop in demand was noted not only for goods from the inexpensive segment, but also for more expensive products, such as furniture from China, Malaysia, Europe, and this segment is designed for more affluent people"<sup>41</sup>. Furniture factories found themselves in a very

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41 Shilova, E. Furniture market trends in 2015 / E. Shilova // [Electronic resource]. - 2016. - URL: <http://novaya-mebel.com/a204365-tendentsii-meblnogo-rynka.html>

difficult situation. Some enterprises had to reduce their staff, others switched to a three-day work schedule, and there are some that are on the verge of shutting down.

A big part of the problem is that most Ukrainian manufacturers use imported materials and components in their production. For example, in the production of upholstered furniture the main cost item is upholstery fabric, and it is almost all supplied from Turkey. Therefore, furniture manufacturers often tie their prices to the dollar or euro, as a result of which furniture prices are also growing and become unaffordable for most Ukrainians. Factories are also trying to attract customers with a new lineup, using interesting design solutions. So, for example, the manufacturer "Miro-mark", trying to attract customers, released a new original bedroom "Piona", updated the popular bedroom "Futura", launched a bedroom "Boheme" in black color. Several interesting novelties were introduced by the manufacturers "Sweet Mebley", factories "Nova" and "Tis".

But so far these actions have not been very helpful in increasing demand for their products. Therefore, the main problem that Belarusian manufacturer Pinskdev will have to face when exporting to Ukraine is to increase demand for furniture products. In addition, when entering the Ukrainian market, Pinskdev may face serious competition from the Ukrainian Association of Furniture Makers (UAM), which was established to consolidate the efforts of furniture industry organizations to protect their rights and development. At the moment, the association has 131 companies, including 97 manufacturers and sellers of furniture, components and woodworking equipment.

CJSC Holding Company "Pinskdev" is one of the oldest and largest furniture manufacturing enterprises in Belarus, located in Pinsk, Brest

region. The company produces upholstered and cabinet furniture, totaling more than 2000 items. Its trade network is represented by 600 branded sections in stores and shopping centers, 26 branded stores. The company's branches operate in Russia, Kazakhstan. "CJSC "Pinskdrv" consists of 27 independent branches, including timber farm, timber plant, chipboard plant, plywood plant, planed veneer plant, upholstered furniture factory, match factory, GDF production, synthetic resin production, UE "Avtopark", "Tekhnergoservice", "RemstroyMontazh", MC "Paparatsi""<sup>42</sup>.

The company's upholstered furniture factory is equipped with the most high-tech and high-precision equipment. It is equipped with a processing center made by Reichenbacher (Germany), modern machines made by Altendorf and Baumer (Germany), cutting complex made by Investronica (Spain). Covers for Pinsk furniture are sewn on sewing machines of German company Durkopp Adler - these are special machines with program control, designed only for sewing complex in shape covers for upholstered furniture. And to give classic shapes and comfort to furniture Pinsk masters use foam rubber of 12 kinds. This material acquires the necessary shapes with the help of the German Albrecht Baumer complex. By the way, no production not only in Belarus, but also in the CIS countries does not have a laboratory for testing and checking the quality of foam. The cabinet furniture factory is also equipped with the newest machine park and the most advanced technologies in its field. Most of the equipment installed in the shops of the factory is manufactured by leading German companies, including Altendorf, IMA, Brandt, Homag, Barberan. This allows Pinskdrv to constantly expand its assortment and offer new products to customers.

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42 Manenok, T. "Pinskdrv" aims at leadership / T. Manenok // [Electronic resource]. - 2016. - URL: <http://www.br.minsk.by/index.php?article=24328>



As for advertising in Ukraine, advertisers have reduced their advertising expenditures by 15-20%, with less and less money going to the media. Advertisers are actively optimizing their budgets to increase the efficiency of funds allocated for advertising. "Imported goods have become more expensive due to the devaluation of the national currency, which discouraged customers. It is difficult for importers to acquire the necessary amount of currency to purchase new batches of products"<sup>43</sup>. However, on Ukrainian television is the most expensive and at the same time the most effective type of advertising. Placement of advertising on television in Ukraine is divided into several types - it is the placement of advertising in blocks (that is, direct advertising), placement of sponsorship advertising in programs, popular TV series and news. If the advertising campaign concerns a product or service that is in demand in one or several regions, it is necessary to use video placement in these regions. Pinskiy Company should use national television to advertise its products - Ukrainian TV channels Gromadske TB, Inter, First National, Novosti 24.

The effectiveness and cost of advertising are usually in direct correlation. With viewers and therefore advertisers, evening TV programs (from 6 p.m. to 24 p.m.) are the most popular, as almost 90% of all households with a TV set watch it at this time. It is quite obvious that the effectiveness of advertising also depends on the television program in which it is placed, as the audience of the program that watches the advertisement depends on it.

According to the Law of Ukraine on Advertising, "broadcasting time allocated for advertising may not exceed 15 percent of the actual volume of broadcasting for astronomical days by a TV and radio organization of any

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43 Koba, E. Koba, E. Surviving in the Ukrainian advertising market manages to survive so far only TV channels / E. Koba // [Electronic resource]. - 2016. - URL: <http://reklamonstr.com/archives/19505>

form of ownership. This requirement does not apply to TV and radio organizations that broadcast on broadcasting channels designed exclusively for the distribution of advertising. The share of advertising during each astronomical hour of actual broadcasting shall not exceed 20 percent"<sup>44</sup> .

Internet advertising cannot be ignored either. The growth of income of enterprises after the use of online advertising in 2015 amounted to 1.44 billion hryvnias. The most visited web portals in Ukraine are the following: "Football.ua"; "MarketGuide"; "Live Journal"; "Freemail". You can also use outdoor advertising. "Billboards", or "billboards", hung on the streets of cities, today play a huge role in the advertising industry. As a rule, there is no unambiguous answer to the question about the cost of a billboard without input data. The price of advertising on this medium varies depending on the following parameters: the city of placement, location in the city (location), the period of placement (month), the side of the structure, the type of advertising message (commercial, political). Nevertheless, framework statistics by region can still be given.

The most expensive cities are considered to be million-strong cities: Kiev, Odessa, Dnepropetrovsk. The capital in this row takes the first place of honor, it, incidentally, accounts for more than 50% of the total outdoor advertising market in financial terms. The price of billboards in Kiev varies from 1500 hryvnia on the outskirts and highways and up to 8000-9000 hryvnia in the city center. "The average price of advertising on billboards in Kiev is 3500-4000 UAH. Other regional centers are not far behind in price, so, for example, the average price of advertising on billboards in Odessa will cost in 3000-3500 UAH"<sup>45</sup> .

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44 The Law of Ukraine "On Advertising" [Electronic resource]. - 2016. - URL: <http://pravoved.in.ua/section-law/138-zuor.html>

45 Nikolaeva, O. How much does advertising on billboards cost / O. Nikolaeva //

As for the cities of regional significance, here the pricing policy is much more modest, because the land rent in these cities is significantly less. In such cities one billboard will cost the advertiser 1300-2000 hryvnias. Well, and in the last place with the most loyal price are villages and urban-type settlements with prices up to 1000 or around 1000 hryvnias for one billboard. Separately we can mention shields on highways in Ukraine. Although the rent of land on the highways is not high, but the maintenance of these structures by service teams is a costly affair because of their remoteness from the city. Therefore, the price for them is not the lowest, such billboards cost the advertiser 1500-2000 hryvnias.

From the study, we can identify several tasks to be solved by the Belarusian furniture supplier Pinskiy Drev when exporting its products to Ukraine. First, it is necessary to increase the demand for products by any possible means. Secondly, it is necessary to take into account that the Ukrainian Association of Furniture Manufacturers will be a serious competitor to the Belarusian manufacturer. Thirdly, it is advisable to use the most effective advertising - on television and Internet portals. Fourthly, it is important to turn to outdoor advertising. It will cost much cheaper than on television, but at the same time it will be much more effective.

**Diana Volynets**

## **Strategy of advertising promotion of Belita shampoo to the Chinese market**

The Chinese market is quite complex, multifaceted and diverse. Therefore, it is quite difficult for a Belarusian manufacturer to break into it. Due to the developing Belarusian-Chinese relations, Belita cosmetics company is going to enter the Chinese market. However, one should take into account the barriers that the company needs to overcome in order to enter the Chinese market. The 1st barrier is the language barrier, which does not allow to analyze the Chinese market independently, so it is necessary to invite specialists. The 2nd barrier is the specificity of the Chinese business mentality and market practice does not allow negotiating and supporting transactions independently. "It is impossible to communicate directly with Chinese manufacturers both due to the language barrier and objective peculiarities of the Chinese export market. Even independent organization of meetings and visiting exhibitions causes insurmountable problems for Western businessmen"<sup>46</sup>.

The 3rd barrier is the registration of a company with foreign capital in China. But even in this case, the company only gets the right to perform operations to export or import its products, but the actual realization and placement of products in Chinese trade networks will still require joint work with a Chinese company, which will conclude contracts with networks and stores. If the company decides to produce its products inside China and then offer them to Chinese consumers, it will require repeated registration procedures

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46 Bardunova, V. Features of the Chinese market / V. Bardunova // [Electronic resource]. - 2016. - URL: [http://proft-china.com/agentskie\\_uslugi\\_v\\_kitae/osobennosti\\_kitayskogo\\_rynka/](http://proft-china.com/agentskie_uslugi_v_kitae/osobennosti_kitayskogo_rynka/)

with a different set of documents and a different statutory fund. The 4th barrier is obtaining certificates from China's General Administration of Quality Supervision and Quarantine. A lot of information and documents are required, often after a period of time you receive an unmotivated refusal, and the fact that money has already been invested in registration and packaging in Chinese, most often no one cares. Obtaining certificates can take a whole year. The 5th barrier is the delivery of goods to China - a complex independent task, which not every logistics company is capable of solving in a quality manner.

It should be taken into account that when Belarusian goods enter the Chinese market, the company will face enormous competition. First of all, the strongest competition comes from Chinese companies that are connected with offline processes, i.e. they work with real goods, are engaged in shipping, delivery, and processing. Here China has clear advantages in the form of speed, delivery costs, as large human and financial resources can be involved. One such niche is internet commerce. This includes companies engaged in providing a platform for sellers on the one hand and buyers on the other, with the possibility of fast delivery and payment of goods, and it should be equally fast and convenient for both the seller and the buyer.

In addition, Chinese companies do not use global social networks such as Facebook for advertising. They do not use Google search engine or YouTube channel at all. China has a lot of worthy analogs of global social networks or search engines. Thus, China's social network (analog of Facebook) is called RenRen, the service was launched shortly after its American predecessor and is a multifunctional social service accessible from anywhere in China. China's largest search service, the local analog of Google, is called Baidu and is currently in 3rd place in the world in terms of

the number of search queries processed.

"Any popular Internet resource in the world has its potential competitor in the face of some Chinese Internet service, as it has some key advantages on its side in the form of an initially large audience and sufficient resources for international expansion"<sup>47</sup>. Therefore, it is necessary to use Chinese social networks, for example, such as Ebay, Amazon, Alibaba to advertise Belarusian products. If in Ebay all sales are made by independent sellers, individuals who sometimes sell only one product there and forget about this site forever, then under the wing of Alibaba and Amazon there are many stores and sales offices. The scale of work and the size of the sites are also different: Alibaba Group today earns more than Amazon and Ebay combined, as it serves more countries and uses more forces to process orders.

As the company "Belita" is going to supply cosmetics, it should be taken into account that there are powerful competitors in the Chinese market, because in China the cosmetic line is very developed. In addition, China is a country where ancient traditions and the ancient art of herbal medicine have been preserved, which is very important for cosmetics. Besides, behind Chinese cosmetics there are centuries of experience of Chinese healers and Chinese medicine. Behind the European cosmetics are the achievements of the chemical industry, behind the Chinese cosmetics are the achievements of healers and herbalists. In addition, good Chinese cosmetics are made from natural ingredients. Currently, there are several highly respected firms that produce quality cosmetics, such as Herborist, Inoherb, Dabao, China

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47 Rudneva, A. Comparison of the Chinese online trading platform ALIEXPRESS with EBAY - advantages and disadvantages / A. Rudneva // [Electronic resource]. - 2016. - URL: <http://vchae.com/kitayskaya-torgovaya-internet-ploshhadka-aliexpress-sravnenie-s-ebay-preimushhestva-i-nedostatki/>.

Xuwei Cosmetic and China Xufan Cosmetic. Their products are comparable in quality to many European brands, but favorably differ from them in price. All these brands are very well-known and maintain a stable position in the Chinese market. Therefore, in order to compete with them and make a name for itself, Belita should take care of quality advertising. And use not only social networks, but, above all, Chinese television for advertising.

However, "to show an advertisement on TV, you need to allocate a lot of money: one 30-second commercial shown during a break in a TV series on Chinese TV costs 202,000 yuan (\$33,000)"<sup>48</sup>. But, most importantly, don't skimp on advertising. The Chinese prefer expensive and popular brands to unknown and cheap ones. Therefore, the advantages of advertising on a major TV channel in China are as follows: CPM and CPC of banner ads in major media are similar to the cost of advertising on topical websites; increasing brand awareness and trust, building company image. "Improved performance on all other traffic sources due to improved company image; and finally, greater customer engagement"<sup>49</sup>.

There are a few basic rules for successful advertising in China. Do not show real life in the commercial - everything in the commercial must be necessarily beautiful and perfect. Be confident, but do not compare yours with another brand based on the advantage of your brand. Use children in the commercial - the younger, the cuter and more attractive, as the Chinese adore babies. Use the idea of the importance of the mother in the family in the advertisement. Show a hero who will demonstrate to young people that

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48 Vavilov, N. Return of Russia: why we lost the Chinese market and how to get it back? / N. Vavilov // [Electronic resource]. - 2016. - URL: <http://south-invest.com/node/181?language=en/>

49 Godilovskaya, E. Advertising in major media in China / E. Godilovskaya // [Electronic resource]. - 2016. - URL: <http://ximedia.ru/pr/>

"China is cool". In addition, you need to consider what the Chinese population cares most about in the advertisement. Appealing to different segments of the population differs in individual Chinese regions, but there are still unifying bases for communicating with them.

What do Chinese women need? The Chinese woman is wedded to three roles to which she must conform: aggressively "carrying half the sky" (communism), family-caring (Confucianism), and individualistic (market economy). She is encompassed by these three goals. We need to help her balance her needs by allowing her to: feel empowered to manage through the "stages of life"; achieve a stable and passionate marriage; be successful without losing her graceful femininity; get support from a third party; escape society's demands/expectations.

What do Chinese men need? "The Chinese male is in turn caught between a detailed notion of success (financially and professionally) and a broad entrepreneurial path to it (as opposed to the still recent dynastic approach to the notion of success)"<sup>50</sup>. So you need to appease "testosterone-charged anxiety": projecting his status; venting his aggression; giving advice on how to be successful with a girl; reinforcing a sense of professionalism in something other than work - golf, music.

As for the characteristics of Belita shampoo, it has every chance to become a brand in the Chinese market, as it is created from natural ingredients. Shampoo "Hop Cones" is based on the richest composition of brewer's yeast infusion of hop cones, which has a strengthening effect, restores the natural balance of the scalp and gives hair a dazzling shine. Regular use of shampoo and conditioner gives hair strength and shine, accelerates its growth. In

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50 Moskalenko, A. Advertising in Chinese / A. Moskalenko // [Electronic resource]. - 2016.  
- URL: <http://www.adme.ru/tvorchestvo-reklama-po-kitajski-269205/>



addition, "Hop Cones" restores the natural balance of the scalp and the strength of the hair. Vitamin K in the shampoo helps to strengthen the roots, and amino acids nourish, prevent hair breakage and improve its structure.

So, in order to successfully promote Belita shampoo in the Chinese market, you need to: take into account the specifics of the Chinese mentality, culture and traditions, as well as prepare for the barriers you will have to face; use Chinese social networks and television for advertising; prove to the Chinese that Belarusian products are really "branded" and their characteristics are not inferior to elite Chinese cosmetics.

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**Svetlana Galuzo**

## **Specifics of advertising promotion of furniture of "Pinskdiv" trademark to the market of Kazakhstan**

When considering the issues of supplying Belarusian furniture to the market of Kazakhstan taking into account the peculiarities and preferences of the population of Central Asia, it is necessary to outline the main problem to be solved. It is the preferences of the residents of Kazakhstan, which are not similar to the preferences of Belarusians. That is why Pinskdiv is tasked to reorient its production.

Kazakhstan's economy is now experiencing a decline in the growth rate of gross domestic product. Nevertheless, this state is among the top 20 countries most attractive for investment. Kazakhstan ranks 7th in the world in terms of oil reserves, 6th in terms of gas reserves and 2nd in terms of uranium reserves. The country is one of the leading exporters of oil. In addition to oil refining, such industries as chemical, metallurgy and machine building are developed here. The country has three large oil refineries and a phosphorus complex. Kazakhstan is a major producer of gold and refined copper. Agriculture is an important sector of the country's economy. Kazakhstan is fully self-sufficient in bread and exports at least 70% of its wheat harvest. In addition, it is famous for the production and quality of corn, vegetables and sunflowers. Livestock breeding is also developed: sheep breeding, horse breeding and camel breeding. The service sector is developing.

Furniture industry is not a priority area of Kazakhstan's economic policy. "Over the last 7-8 years, the furniture market in Kazakhstan has been growing annually by an average of 50%. <...> In 2007 its volume amounted to about \$1 billion, but the share of local producers is insignificant - about

27%. And every year we lose about 1% of the market. The reason for this is poor labor productivity"<sup>51</sup>. Workers in the woodworking industry can not boast of outstanding results, the use of advanced technologies because of low qualifications. As a consequence, in Kazakhstan furniture is not made by advanced technologies, the market has a small assortment, so it is necessary to import furniture. The main countries from where furniture is imported are Russia, Poland, Azerbaijan, China and Belarus. The furniture market now consists of 70% of imported products. Kazakhstan's furniture is made of imported wood and particleboard, the country does not use its own resources. Uzbekistan and Russia account for the bulk of timber imports.

When planning to supply products to this country, it is necessary to know the preferences of its inhabitants. In addition to furniture made of wood, Kazakhstan residents use plastic furniture, which is lighter and more practical. Consequently, in order to get more profit, it is possible to reorient part of Pinskdiv's production to plastic products. Today Pinskdiv manufactures upholstered furniture of different designs: two-seater and three-seater sofas, tahtas, armchairs, banquettes, corner sofas - cabinet furniture for living room, bedroom, nursery and office, hallway furniture and kitchen furniture, which is made mainly to order. A separate segment of products is mattresses (spring and springless) and mattress covers. Pinskdiv is also engaged in the manufacture of matches. The company's products are of high quality and are successfully sold in the market not only in the East, but also in the countries of Western Europe. For export to Kazakhstan it is advisable to choose the takhta "Alenka", sofa bed "Jackson", three-seater

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51 Scherbakova, O. Over the past 7-8 years, the furniture market of Kazakhstan has grown annually by an average of 50% - President of the Association of Furniture Industry of RK / O. Scherbakova // [Electronic resource]. - 2015. - URL: <http://www.zakon.kz/109879-zapovednie-7-8-let-mebelnyji-rvynok.html>

sofa "Onyx" and corner sofa "Anabel".

The Alenka takhta is ideal for children, teenagers and adults alike. The seat is made on the basis of a spring block, which means that it perfectly retains its shape and is suitable for scoliosis patients. In addition, the spring frame increases the service life of the furniture. The takhta has a voluminous compartment for bed linen, where a pillow and a blanket can also fit. "Euroknizhka" mechanism has guides made of hardwood or plywood, on which the rollers move, installed at the back at the bottom of the seat. The front part of the seat is also supported by wheel supports on the floor. The mechanism is elementary to unfold: the seat is pulled out towards itself, the backrest is lowered to the vacated place"<sup>52</sup>. In its unfolded state, the takhta resembles an armchair, and even a small child can unfold it.

In terms of dimensions, the takhta is quite wide: 1900\*770 mm. It has many variants of coloring, suitable for any interior and any character of the buyer, which makes the takhta more practical. Together with the takhta, the consumer will purchase three comfortable cushions based on polyurethane foam. Sofa "Jackson" is a double sofa, in it, unlike many sofas, there is a drawer for storing bedding, which is an undoubted advantage. The sofa is wide enough and long enough in the unfolded state, 2000\*1300 mm. The method of transformation of the sofa - "accordion" - is considered one of the most convenient. When transforming it does not become lower, but remains at the height of the seat. To unfold the sofa, it is enough to slightly lift and pull the seat. Against the background of such "accordions", sofas on wooden frames give up their positions and are gradually displaced into the category of "guest". In addition to a convenient folding mechanism and width, the sofa is also good for its coloring, both bright and not very bright. It will also

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52 Alenka [Electronic resource]. - 2015. - URL: <http://www.pinskidrev.by/items/ 800>

successfully fit into any interior, will fit the character of a person. This is especially important for young buyers and teenagers. And two comfortable cushions will be a great addition to the sofa.

Three-seater sofa "Onyx" has a comfortable backrest based on a spring block, protecting contact with the wall (there is a special divider at the back), two decorative cushions with an edge and a voluminous drawer for storing bedding. The size of the sleeping place is 2000\*1500 mm, but thanks to the removable sidewalls it becomes wider and more comfortable, as there is no risk of hitting while sleeping. The backrest and seat are made on the basis of a spring block, which makes the sofa more reliable, comfortable and healthy. The transformation mechanism of the sofa is similar to the transformation mechanism of the takhta "Alenka". "In order to unfold the sofa, you must first remove the back cushions. Grabbing the bottom of the front panel of the sofa, with a slight upward and forward movement, pull the seat toward you, then carefully lower the mechanism to the floor. On the vacated space lower the backrest. <...> The mechanism is designed for daily use, besides, it is easy to use, durable, provides comfortable rest on a wide sleeping place"<sup>53</sup>. The variety of colors of the sofa is not very wide, but they are not bright, do not irritate and do not catch the eye. The sofa will look great in any interior and harmonize with the surroundings. Teenagers and young people, of course, will not choose such a sofa, but their parents and grandparents will be happy with the purchase.

The last piece of furniture offered for export to Kazakhstan is the corner sofa "Anabel". Its upholstery is practical and non-marking, the seat is also made on the basis of a spring block, besides, it is the widest of all the sofas offered above: 2050\*1540 mm. The backrest is made of elastic polyurethane, which

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53 Onyx [Electronic resource]. - 2015. - URL: <http://www.pinskidrev.by/items/2640>

makes it soft and cozy. The sofa can also be used both as a comfortable place for home sitting and as a sleeping place. Under the seat of the sofa there is a spacious container for bed linen, access to which is provided by a special lifting mechanism. The sofa has several colors, discreet and pleasing to the eye, so it will easily fit into any interior. The sidewall and cushions with print make it more attractive and add colors. The transformation mechanism of the sofa "Anabel" is also quite simple: "Reliable steel mechanism, hardwood guides allow you to easily unfold the sofa. The principle of transformation - by pulling the mechanism out of the niche under the seat, you pull the special loop-handle, and set the lifting soft element in a horizontal position, which, clashing with the seat, forms a sleeping place. Advantages: strong and reliable mechanism; creates a flat and spacious sleeping place"<sup>54</sup>. All of the above models are not only made of high quality wood, comfortable and practical, but also inexpensive, so they can easily compete with furniture from other countries.

After determining the range of products, it is necessary to establish where and how to advertise them. In Kazakhstan, advertising can be placed on billboards, vehicles (however, it should not interfere with the view of the road), as well as in the media. The furniture offered by Pinskiy is designed for representatives of all social strata, therefore, it is necessary to place advertising in the most popular media and on the Internet. Since the percentage of Internet users in Kazakhstan is not very high (71% of the population - as of July 28, 2015), advertising should be placed in national newspapers and on billboards in major cities. Advertising will not be focused on television, as the audience coverage of television is not high enough.

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54 Anabel [Electronic resource]. - 2015. - URL: <http://www.pinskiy.by/items/1255>

The advertisement can be a picture of furniture and an alien sitting or lying on it. At the bottom there is a slogan: ""Pinskdiv" - everything for comfort!" In newspapers can be placed similar pictures, and in magazines they can be accompanied by small catalogs with descriptions of the models brought to Kazakhstan. Another option of advertising, which is reasonable to use, is a reference to I. Goncharov's classic work "Oblomov", the hero of which can lie on the sofa produced by "Pinskdiv".

According to the Law of the Republic of Kazakhstan on Mass Media, print media independently choose the object and subject of advertising, so there should be no problems with advertising in print media. If you have problems with state publications, you can turn to private ones. As an option, you can place advertising in pictures along with a commercial on the Internet. As for outdoor advertising, it makes sense to use classic methods: leaflets and booklets, displayed on special racks in large stores, advertising on billboards and vehicles. When placing outdoor advertising will have to first obtain permission from the highway authority, then - from the local executive body. "Distribution, placement of advertising on vehicles is carried out in compliance with road safety rules on the basis of agreements with owners of vehicles and with persons who have other proprietary rights to vehicles, unless the law or the agreement provides otherwise in respect of persons who have other proprietary rights to this property"<sup>55</sup>.

Thus, the following conclusions can be drawn from the study. First, since the economy of Kazakhstan is not oriented to the production of furniture, furniture imports are inevitable. But it is necessary to meet the preferences of buyers in order to get as much profit as possible. In the case of Pinskdiv,

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55 Law of the Republic of Kazakhstan "On Mass Media". [Electronic resource]. - 2015. - URL: <http://kapshagai.kz/zakon-smi.html>

it is possible to reorient a certain segment towards plastic products. Secondly, Belarusian upholstered furniture wins in its quality over furniture from other countries due to the use of practical, non-marking fabrics and spring frame. Thirdly, when working with advertising on streets and vehicles, you have to spend a lot of effort to get the necessary permits, so you should focus on other sources where you can place advertising, for example, the Internet and print media.

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**Svetlana Galuzo**

## **The system of advertising promotion of refrigerators of the firm "Atlant" on the Egyptian market**

Egypt is not a highly developed country. Most of its territory is occupied by deserts, people live mainly in the valleys of the Nile River and in oases. Due to the hot climate and constant political turmoil, the economic situation in the country is turbulent. In connection with the disaster on board of the airplane A321 the situation on the market of tourist services, at the expense of which lived most of the population of Egypt and which brought the most money to the state treasury, has worsened. The service sector is one of the most developed industries in this North African country.

In addition to tourism, Egypt has a developed oil industry and gas production, which is exported to Israel and Jordan. The country has two plants producing liquefied natural gas. Among the manufacturing industries, the food and textile industries are the most developed. The largest enterprises of the textile industry are located in the Nile Delta and specialize in cotton, silk and wool fabrics. Egypt is also home to several engineering-oriented enterprises. "The machinery industry is concentrated in the cities of Helwan, Cairo, Alexandria, and Port Said, where there are factories for the production of metal-cutting machines, automobile and airplane assembly plants, as well as factories for the production of railroad cars, bicycles, refrigerators, and other household appliances, shipyards, radio and electrical engineering plants, and cement factories."<sup>56</sup> .

The agriculture industry employs 28% of the population. 60% of the produce is imported and hence the people in the lower strata of the population cannot

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56 Egypt Economic Review [Electronic resource]. - 2015. - URL: [http://www.ved.gov.ru/exportcountries/eg/about\\_eg/eco\\_eg/](http://www.ved.gov.ru/exportcountries/eg/about_eg/eco_eg/).

afford to buy it. This results in 5.2% of the country's population going hungry. The economic situation was also undermined by the bird flu epidemic in 2006 and the financial crises of 2007-2009. Only thanks to high oil exports does Egypt have the means to support its budget. However, the living standards are not encouraging: 40% of the population is classified as poor, 26% live below the poverty line, and the unemployment rate is 13.5%. There are water and food shortages in the country and the marginalization of the population that occurs because of this. Corruption, robbery and murder are widespread in poor areas.

As for refrigerators, the main segment of the market is mastered by imported products. In Egypt, refrigerators can be bought by rich people and partly by the middle class. Brands from Italy, France and the United States dominate the market. The Belarusian company "Atlant" produces thermoelectric, single-chamber and double-chamber refrigerators of different sizes. They have a variety of design and technical characteristics. There are double-compressor and single-compressor refrigerators, as well as refrigerators equipped and not equipped with No Frost system, refrigerators with drip and wind No Frost system. The XM 4421 N model refrigerators are available for export to Egypt. "ATLANT 2014 single-compressor refrigerator of COMFORT+ series with Smart Air Flow multi-flow cold air circulation system (with automatic defrosting system Full No Frost, which makes it possible to forget about defrosting the refrigerator"<sup>57</sup>.

The refrigerators of this model were launched in 2014, therefore they are quite modern and meet the latest requirements. They have different climate classes: SN (for room temperatures from +10 to +32 °C), N (for room

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57 XM 4421 N [Electronic resource]. - 2015. - URL: <http://www.atlant.by/bt.atlant.by/catalog/fridges/detail.php?ID=16861>

temperatures from +16 to +32 °C), ST (for room temperatures from +18 to +38 °C), T (for room temperatures from +18 to +43 °C). Refrigerator model XM 4421 N has all four climatic classes, model XM 4421 N - is equipped with one compressor, which allows it to be more spacious and take up less space. Dimensions of the refrigerator are 1865x595x625 mm, total volume - 312 liters, which allows it to compete with the models of competitors in Europe. In spite of the fact that the refrigerator differs from European models in frequency of 50 Hz, it does not affect the quality of its work, moreover, the power of the refrigerator is 100 V, which corresponds to a high level of work efficiency. In addition, the refrigerator of this model belongs to the A+ energy consumption class, i.e. the most efficient class, which has technical characteristics that allow more productive use of energy. The single compressor also reduces energy consumption, a definite advantage over European and American 2-compressor refrigerators. Thanks to the energy consumption class A, the absence of the Full No Frost wind system and the second compressor, the XM 4421 N refrigerators have a low sound power level of 43 dB.

The Full No Frost defrosting system is not often found in the world's leading brands, and if it is, it affects the price of products. "Atlant", on the other hand, maintains high quality at a low price. Western manufacturers use the Full No Frost wind system, as it works both on the refrigerating and freezing chambers, and also takes up less space than the drip system. It also affects the price. The Model 4421 N refrigerator has a Full No Frost drip system, which means "the evaporator cools the back wall of the refrigerator compartment and freezer"<sup>58</sup>. Thanks to this, the refrigerators are more spacious and have a relatively low price. So, let's list the main advantages of

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58 No Frost system in modern refrigerators [Electronic resource]. - 2015. - URL: <http://tehzhatok.com/kak-vvibrat/holodilnik/no-frost.html>

Belarusian refrigerators over products from Italy, France and the USA: several climatic classes in which the refrigerator can work; low noise level; low price; high capacity due to the absence of the second compressor and Full No Frost system. All this allows us to be sure that the advertising campaign of this model refrigerator in Egypt will end in success.

The Egyptian media has several characteristic features. First, television, broadcasting and print media are controlled by the state. Journalists of opposition and private publications are regularly arrested. Egypt's television is represented by two national broadcasters. There are a total of 23 television channels in the country. 41% of television users have satellite dishes that broadcast Arab TV channels from other countries. 12.8 million homes are equipped with television sets, the highest in Africa. The Internet in Egypt did not begin to spread very long ago, in 2010. Only 21% of Egyptians could afford to use the World Wide Web. Now this number has risen to 49.6%.

Most users are between the ages of 21 and 29. The Internet is much less state-controlled than television and newspapers, but the Ministry of Information regularly blocks sites that pose a national threat. Also, the Egyptian government monitors Facebook for opposing authorities. Egypt has 18 print publications. The Egyptian government owns the three largest: Al-Ahram, Al-Akhbar, and Al-Gumhuriya.<sup>59</sup>

Based on the data on the number of people living below the poverty line, it can be assumed that the most successful advertising option is to hold promotions where the lower strata of the population can familiarize themselves with the products, placing banners and billboards on the streets, advertising leaflets. To inform part of the middle class, it is advisable to

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59 Allam, R. Egypt / R. Allam // [Electronic resource]. - 2015. - URL: <http://ejc.net/media/landscapes/egypt>

place advertising on the Internet on news portals, blogs, social networks. The third area where advertising can be targeted is television and print media. Due to the strong control of the state, advertising in state publications and on state TV channels can be problematic, but there is a reserve in the form of private publications.

The advertising campaign may include: a commercial for television and internet portals; leaflets and images on banners and billboards with a slogan and key messages that should interest customers. If the commercial will be related to the New Year theme, it can be reflected on leaflets and banners. On a dark background next to the refrigerator it is reasonable to depict a smiling Papa Noel (analog of Russian Ded Moroz) with a card in his hands: "A refrigerator in every home!". On the refrigerator can be written and visually depicted basic information about it: climate class, defrosting system, dimensions, noise level, energy consumption and price. This is done so that people realize that it is very beneficial to buy such a refrigerator. Besides, the refrigerator can be decorated with Belarusian ornaments, reflecting the peculiarities of the producing country.

At promotions, it is effective to demonstrate to people the technical characteristics of the refrigerator and the quality of its work, to show the power of the freezer, which turns water into ice in a very short time, the capacity of the refrigerator chamber - by filling it with different products. It is interesting to demonstrate the low noise level by comparing it with the rustle of leaves, rustling of paper or whispering of a person. All this will help to show the high quality of Belarusian products, to interest and attract customers.

Based on the study, the following conclusions can be drawn. First, since the production of refrigerators is not a priority industry in Egypt, the country

imports refrigerators from Italy, France and the United States. Consequently, the Belarusian firm Atlant will have to make a lot of efforts to get ahead of its competitors. Secondly, Atlant refrigerators can gain leadership in the Egyptian market due to such technical characteristics as climate class, which "indicates to the user what temperature should be in the room where the device is planned to be operated"<sup>60</sup>, power level, low noise level, power consumption class, high level of capacity. All of these can be demonstrated as part of promotions. Thirdly, Egypt's media are thoroughly controlled by the state, which should be taken into account when preparing an advertising campaign. As an option, use the Internet to distribute advertising. Fourth, when conducting an advertising campaign should take into account such factors as mentality and socio-economic status of the population. Since 40% of Egyptians are classified as poor, they have nothing to hope for but a miracle. That is why the idea with the theme of New Year and magic is the most appropriate in this case. Fifthly, one of the options of competitive struggle is to refer to the country of production, which can be done by decorating Atlant refrigerators with Belarusian ornaments.

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60 What is the climate class of the refrigerator and which one is better [Electronic resource].  
- . 2015. - URL: <http://tehznatok.com/kak-vyibrat/holodilnik/klimaticheskij-klass.html>

## **Anastasia Gizatullina**

### **The potential of advertising promotion of the brand "Aist" to the French market**

Exporting Belarusian-made bicycles to a European country is a matter that requires a serious, in-depth approach. French bicycle products are one of the most demanded all over the world, and they overtake Belarusian bicycles in the market by many parameters. The primary task in exporting for the brand "AIST" is a worthy representation of the country in the French market, which includes a successful advertising campaign, high sales of the represented products, as well as unique technological and design solutions to take a leading position in the fight against competitors. The French bicycle market is mainly made up of brands that are highly regarded in the world. Among them are Corima, Cyfac International, Gitane, Koxx, Lapierre, Matra, Motobecane, Time Sport, VeloSoleX, Vitus, Sunnbicycle, H-zontal, Kemo, Histoire, Olympique, Matra or, for example, CRONUS. This bicycle brand should be considered as a major competitor on the French market.

"CRONUS" is one of the youngest and most promising bicycle brands, which deservedly enjoys success among consumers around the world. Its distinctive features are: bright design of bicycles, which is developed in France together with famous design agencies, a wide range of bicycles, thanks to which everyone can find a suitable model, a unique series of mountain "folding bicycles "Soldier 26" and "Soldier 29" (It should be noted that the attention in the French market is paid equally to all types of bicycles: be it mountain, children's, city or BMX); careful elaboration of specifications, allowing the consumer to get the most out of the bike at a given budget; use of only quality components and spare parts from well-

known world manufacturers"<sup>61</sup> .

Other brands from Spain (Orbea), Italy (BIANCHI), Belgium (Thompson) and other European countries are also competing with French bicycle brands. A danger for brands is the widespread method of renting the necessary bike for a paltry price. In view of this, the choice increases many times over and the consumer has the opportunity to find a bicycle to his liking. Constant competition forces every year to create new models, develop unique design solutions, that is, it pushes for constant updates. In these conditions, it is necessary to develop a detailed concept to promote the brand, which meets all the requirements of the French bicycle market.

The production of "AIST" bicycles is the largest in Belarus. AIST" bicycles are products of JSC "Motovelo", one of the leading manufacturers of bicycle and motorcycle equipment in the CIS. The history of the bicycle brand "AIST" has more than 65 years. For all the time of its existence more than 55 million bicycles have been sold. The birth of the brand occurred in 1947. In the first year of operation about 6 thousand bicycles were sold. For 50 years, about 50 million bicycles "AIST" were realized. By 2000, the company begins to produce children's bicycles on wheels, and in 2008 a new line of bicycles was created: 35 models with Italian design. In the same year, the brand becomes an official partner of the Belarusian Cycling Federation. And in 2012 on bicycles "AIST" Belarusian athletes set an Olympic record and 2 national records at the Olympic cycle track in London. "In 2013, "AIST" was the official partner of the World Championships of Track Cycling in Minsk"<sup>62</sup> .

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61 History [Electronic resource]. - 2013. - URL:

<http://www.cronusbike.ru/about/history>

62 History of the brand [Electronic resource]. - 2014. - URL: <http://aist-bike.com/o-kompanii>



"AIST" today - a wide range of models, where everyone can find the right bike for their needs. Whether it is a bicycle for daily commuting to work, study, walking or active fitness. Bicycles "AIST" is represented by a wide range, offering a variety of models with attractive design and modern equipment. Currently, "AIST" conducts an active marketing policy, participates in various social projects and sports competitions of international level, is a technical partner of the national cycling team of Belarus.

"AIST" retains the best traditions of the past, uses advanced technologies of the present and confidently looks to the future. Affordability, ease of use and reliability are the main features of the brand, which not only allow it to successfully compete in the bicycle market, but also every year to gain more and more popularity among cycling enthusiasts and professionals. To win over the competition, as mentioned earlier, it is necessary to carefully consider every aspect of the advertising campaign: what models to supply; what to emphasize; what are the advantages of the products.

It is reasonable to focus on some features of the realization of "AIST" products. In particular, we are talking about low prices for quality products, skillful interweaving of Belarusian and French motifs in the design, as well as the program of individual assembly with discounts, which is not offered by any other brand.

A modern bicycle is quite a technically complex mechanism. "Traditionally for a production company, everything starts with ideas and small sketches by hand. The sketches with sketches are then transferred into three-dimensional space, where an accurate digital model is created."<sup>63</sup> . A team

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63 How to choose a bicycle [Electronic resource]. - 2014. - URL: <http://www.texnika.by/info/85-kak-vybrat-velosiped>

of skilled engineers and designers conducts a comprehensive design analysis and then the first product prototype emerges. During the testing process, the prototype is polished taking into account the advice and wishes of professionals and only then, after making all modifications and corrections, goes into mass production.

For the individual method of assembly it is necessary to develop a separate program, which could be freely available on the Play Market. The program should provide a whole catalog of different variations for all types of bicycles, so that the consumer can create a sketch of his own bicycle in the application and then send it to the post office of the bicycle brand "AIST". It is mandatory to review the application within a week, if this point is violated, the consumer can demand compensation. With this condition, consumers should be familiarized with the application itself immediately after downloading. Any bicycle company is always happy to emphasize its technology. However, it is hard to imagine a manufacturer that focuses maximum effort only on technology, completely forgetting about the aesthetic side of the issue.

The most important thing for most consumers is to enjoy riding. This is the principle that should guide your work. Design and appearance should be given great attention, because the pleasure of riding begins exactly from the moment when the consumer rolls his stylish bicycle out of the house or garage before the trip. For the brand "AIST" joint efforts of Belarusian and invited French professionals (atelier "Jonny Mole") developed a bright and relevant design, which is characterized by the following elements: 1. Exposed tones (green with white stripes, soft blue with red, white with green and red stripes). 2. The use of triple-layer and matte paint technology. 3. Wide model range (city bikes adapted to different asphalt surfaces). 4.

Polished seams that create a smooth and attractive silhouette of the bike. 5. The use of only quality components and spare parts from world famous manufacturers such as "SHIMANO", "SR Suntour", "Tektro". 6. "Thought-out ergonomics (a wide choice of frame sizes for any height of a person, comfortable comfortable saddles of the world famous manufacturer VELO, anatomical grips with a gel layer on women's models, wide pedal-platforms)"<sup>64</sup>.

The way in which products are promoted plays an important role in the advertising campaign. The brand symbol is undoubtedly a stork, but for more clarity it is necessary to put a bicycle helmet on it and make it steel. The slogan is "Storks are flying". It is necessary to choose an aggressive advertising campaign - on the "principle of attack", intriguing, misleading. Giant posters with the image of the symbol of the advertising company are everywhere pasted on city high-rises. Storks are also depicted on billboards. In addition to the main commercial, five-second "viruses" should be aired - a determined look of a stork in a helmet on a bicycle; a stork rushing forward. For younger segments of society, the advertising campaign should include a different impact. Say, graffiti of a stork on a bicycle. The key is that the advertising should not seem too intrusive. All of this together should tantalize the consumer and arouse his interest in the product.

Based on all of the above, we can draw the following conclusions. Firstly, the products of the brand "AIST" are quite in demand in the Republic of Belarus, as well as noticed in the international market. Secondly, the French bicycle market is subject to strong competition. Thirdly, the main thing in the concept of promoting Belarusian bicycle products in France is to reduce

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64 Kross bicycles - everything you wanted to know [Electronic resource]. - 2013. - URL: <http://motovelob.by/news/velosipedyi-kross-vse-chto-vy>

prices compared to European competitors, use the possibility of individual development, unique models and new design. Fourth, aggressive, pressurizing advertising should be chosen as the main method of influencing French consumers.

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**Natalia Danilevich**

## **Contours of advertising promotion of Belvest products to the Hungarian market**

"Belvest is a Belarusian-Russian enterprise. The main areas of activity: footwear production, retail sale of footwear, retail sale of accessories and related products. The company creates high-quality, fashionable and demanded leather footwear, the export of which not only contributes to the development of Belvest, but can also be beneficial to the residents of importing countries in terms of price and quality.

Belvest was established in 1988. It was founded by two well-known shoe manufacturers - the Vitebsk factory Krasny Oktyabr and the German company Salamander. On February 8, 1988 in Moscow, they signed the Founding Agreement, as a result of which Belvest became one of the first joint ventures in the Soviet Union. As of 2015, Belvest produces 2 million pairs of shoes per year. And its retail network includes more than 340 branded stores in Belarus, Russia and Latvia.

Only genuine leather is used to create shoes here. Suppliers of leather materials are manufacturers from Italy and other countries. "Belvest" is one of the few enterprises in the world, providing 100% 6-stage quality control. The seasonal collections include men's and women's assortment. The lineup of footwear and accessories is created by international teams of designers from Italy, Germany, Russia and Belarus. Each new collection is divided into 4 lines: elegance, everyday, casual and comfort, thanks to which anyone can find their perfect pair. Every year the collection is updated by 80% and consists of more than 1200 models of shoes. Each new collection of shoes is accompanied by a collection of bags, each of which is designed in accordance with the models of shoes. That is why you can find an additional

accessory for any pair, and there are more than 100 kinds of them. A wide range of shoe care products is presented in the stores of the brand network. The company has its own line of shoe cosmetics, which is produced in Italy under the brand name "Belvest". The line includes creams and sprays for shoe care made of different types of leather.

The company does not stand still: today you can buy shoes without leaving home by making an online purchase. Prices for Belvest shoes are not the lowest, but quite affordable, especially considering the strictly verified production technology, the high quality of the materials used and the durability of wear. For regular customers there is an accumulative discount program, which allows you to get discounts from 3% to 10%. In addition, the stores periodically hold seasonal sales and pleasant promotions for customers, which can only please.

It is quality that the company puts at the head of its production policy, spending a lot of money on modernization of production, purchase of good raw materials and involvement of foreign designers in the creation of collections. Thanks to its quality, the company's products can be a very profitable offer, a "tidbit" for the footwear market of Hungary, where the supply of shoes can be carried out by rail, because Hungary is not far from Belarus. And this is inexpensive and very profitable.

"Belvest offers shoes for every season. Taking into account the peculiarities of Hungary's predominantly mild climate, shoes for the "spring-summer-autumn" seasons will be suitable for export. When determining the strategy of the advertising campaign it is necessary to take into account the peculiarities of the mentality of the inhabitants of Hungary, who cannot be confused with representatives of any other nation: national behavioral features are so pronounced in them. They make themselves known in any

sphere of communication: during business negotiations and at friendly dinners, in a brief dialog and leisurely conversation.

In order not to get into trouble with the commercial, you need to know the basic unwritten laws of behavior in this country. Especially since they are not much different from the generally accepted rules of decorum and tact. For example, it is important to show restrained emotions in the video: Hungarians are not the biggest fans of violent expression of feelings. They also attach great importance to body language: smooth, calm movements and straight posture are considered a good tone. "It is better to refrain from sharp gesticulation: do not point fingers, do not splash your hands, do not clench your hands into fists"<sup>65</sup>. Keeping your hands in your pockets is also considered indecent in Hungary.

Hungarians are very meticulous about shoe cleanliness and expect the same from their acquaintances, which can also be used in a commercial. Despite their restraint, they love to dance. Hungary is a country of music and dance. "In this country, numerous music, theater, dance festivals and flower carnivals take place almost continuously"<sup>66</sup>. This peculiarity is also advisable to take into account in commercials, as it will make the advertisement and, consequently, the advertised object closer to the residents.

Fighting with competitors in Hungary can be successful at the expense of price. The average price for leather shoes in this country ranges from 48 to 81 dollars. In Belarus, the price of analogues ranges from \$30 to \$65. This means: even if the company raises the price of its shoes and approaches the

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65 Features of behavior in Hungary [Electronic resource]. - 2013. - URL: [NCR://regeuo0-op1te.eosh/epaepeg8k1u-ua7uk/epdg1ua/o8obepo8C-roe0eshua](http://ncr://regeuo0-op1te.eosh/epaepeg8k1u-ua7uk/epdg1ua/o8obepo8C-roe0eshua)

66 National characteristics of Hungary [Electronic resource]. - 2014. - URL: [http://jlvv.p^e11b.eor.11a/eo11n1rvpb1.Y.\)14139](http://jlvv.p^e11b.eor.11a/eo11n1rvpb1.Y.)14139)

prices of Hungary, it will recoup its transportation costs and operate at a profit, but the country will still not get very high prices. In favor of the fact that Belarusian footwear can "take root" in Hungary is evidenced by the already existing Belarusian-Hungarian cooperation. "Hungary already supplies oil products, tractors, truck tractors, wood, ferrous metals, fertilizers, linen fabrics, and furniture"<sup>67</sup>.

The main emphasis in advertising should be placed on the reliability and quality of Belvest shoes. These are both the key advantages of the shoes and the most attractive features for Hungarians. In recent years, the TV advertising market has developed intensively in Hungary. Its growth rate is much higher than other sectors of the economy. It is more profitable and productive to run advertisements on the most popular and mass TV channels in Hungary.

"RTL KLUB" is the leading commercial TV channel in Hungary, owned by the RTL Group media holding company. It started broadcasting on October 7, 1997. It focuses mainly on an audience of urban TV viewers between the ages of 18 and 49. "RTL KLUB" is the most popular TV channel in Hungary, thanks to the broadcasting of the daily TV series "Baratokkozt". It broadcasts mainly various TV series and TV shows, but also news programs and documentaries.

"TV2" is a Hungarian commercial television channel that has been broadcasting since 1997. The channel is owned by a German media company, Pro Sieben Sat. 1 Media AG. It is the main and direct competitor of "RTL KLUB". "TV2" broadcasts a large number of various TV programs, mostly locally produced, about health, travel, human psychology. In

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67 Zaleskii, B. Positive dynamics of commodity turnover / B. Zaleskii // Narodnaya Gazeta. - 2007. - July 28.



addition to these programs, the channel features TV shows, TV series, news, feature films.

"M1" is a Hungarian television channel that opened on May 1, 1957, owned by Magyar Televizio. It is the most popular national TV channel in Hungary with a reach of 97% of the country's population. The television broadcasting grid is represented by various genre content, as "M1" is designed for a wide audience of viewers. News, TV shows, informative and entertaining programs are broadcast. There are also documentaries and TV series. Therefore, it is most profitable to focus on television when advertising Belarusian products in this country.

Thus, based on the presented analysis, the following conclusions can be drawn. Firstly, Belvest is best to compete with the price of leather shoes, which is much higher in Hungary than in Belarus. This will give the company an opportunity to earn money, while Hungarians will be able to buy high-quality, worthwhile shoes at a low price. Secondly, in order for the commercial to gain success in Hungary, it is necessary to use the peculiarities of the mentality and traditions of the country. Thirdly, supplies to Hungary are also favorable in terms of efficient logistics: the distance between Belarus and Hungary is small. Fourthly, when conducting an advertising campaign, the emphasis should be placed on using the opportunities of Hungarian television, and the key points of advertising should be the quality and reliability of Belarusian footwear.

**Natalia Danilevich**

## **Prospects for advertising promotion of Frost water to the Indian market**

India is the second most populous country in the world after China. "The country, whose population is 17% of the total population of the Earth and is growing by 18 million people every year, is home to only 4% of the world's drinking water resources, so locals have to stock up on water"<sup>68</sup>. That is why the export of Belarusian mineral and drinking water "Frost" to India may not only have a favorable impact on the company's development, but also help the people of this country to solve the problem of lack of water suitable for drinking.

Mineral water "Frost", which has been produced in Belarus for thirteen years, has long become a symbol of quality of life and excellent mood. Today it enjoys well-deserved popularity among customers. "Frost" is loved by adults and children. Moreover, not only in Belarus, but also abroad. Its high quality is recognized at international exhibitions and tasting competitions. During its existence, the company has also managed to go outside the country.

Mineral and drinking water "Frost" is extracted in an ecologically clean and picturesque corner of Polesie - Drogichinsky district of Brest region - far from large industrial facilities. There are three wells on the territory of the enterprise. The depth of mineral water wells is 283 meters and 285 meters, drinking water - 195 meters. Frost's production workshops are equipped with modern high-performance equipment of leading European manufacturers. In 2008, the company invested Br1.1 billion in production modernization. "A

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68 Frayer, K. Residents of the Indian capital lack drinking water / K. Frayer // [Electronic resource]. - 2012. - URL: <http://www.ridus.ru/news/39831>

new, fifth production line for bottling mineral water into 1.5-liter bottles was installed and put into operation"<sup>69</sup>.

The presence of our own testing laboratory, the use of new technologies, high quality raw materials and materials is the main condition for the production of competitive products. "Frost" is distinguished by a composition that has no contraindications: sodium, potassium, magnesium, calcium, chlorides, sulfates, hydrocarbonates. This is a classic of the genre. At the same time, such healing water is not characterized, as the average philistine puts it, by "excessive salinity". The highlight of mineral water "Frost" is in the moderate degree of mineralization. It does not contain chemical substances toxic to the human body, is safe in epidemiological and radiological terms, and its composition is typical for artesian waters of the Brest artesian basin.

This water is a product that restores and maintains the balance of minerals in the human body and promotes general recovery, for which it is so loved by all. "In addition, it is curative and is indicated for use in chronic gastritis, uncomplicated ulcerative diseases of the stomach and duodenum, chronic diseases of the liver and biliary tract, metabolic diseases; chronic diseases of the urinary tract and urolithiasis"<sup>70</sup>.

Frost drinking water is synonymous with quality of life and excellent health. It is equally suitable for cold and hot drinks, as well as for cooking. Its advantages are that it has a mild and pleasant flavor and is not chemically purified. "In addition, drinking water "Frost" is extracted from wells located in the place of basalt rocks, which is the most reliable natural filter, preserves

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69 Manufacturing [Electronic resource]. - 2007. - URL: <http://frost.by/about/production>

70 Carbonated mineral water. [Electronic resource]. - 2007. - URL: <http://frost.by/catalog/min-gaz>

the useful properties and taste of water for a long time, even after opening the bottle"<sup>71</sup> . Drinking iodoselenium-containing water and water for children is also a feature of the Frost campaign.

Given the problems with the availability of potable and generally drinkable water in India, the Belarusian company's products may become a "lifeline" for this country. "All because the Pollution Monitoring Laboratory of the Center for Science and Environment conducted a study of the leading brands of bottled water in India: experts procured 17 types in the capital and 13 - in suburban street stores"<sup>72</sup> . The research shocked the scientists - almost every bottle contained pesticides, harmful to health and even life-threatening, in quantities many times higher than the permissible norm.

Shocking research has revealed that ironically, the least contaminated brands of water are the least popular among consumers, while the most popular and best-selling brand is in the "honorable" third place in terms of pesticide content. A research team has found hazardous substances in Indian bottled water that can cause cancer, kidney and liver diseases, and immune system disorders. Therefore, before conducting an advertising campaign, it is advisable to publish these studies in the mass media, and emphasize the naturalness and naturalness of Frost mineral water in advertising.

The advertising campaign should take into account the healing properties of mineral water. One cannot do without emphasis on the traditions and national flavor of India: advertising will be much more dynamic and easy to perceive if there are songs and dances. "Advertising in India has a characteristic feature: in this country it is common to see advertisements

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71 Drinking non-carbonated [Electronic resource]. - 2007. - URL: <http://frost.by/catalog/5mineralnaya-voda-frost/>

72 Ivanov, A. Indian bottled water is dangerous for health / A. Ivanov // [Electronic resource]. - 2011. - URL: <http://ledenev.tv/news/detail/230>

painted on walls, facades of houses, and sometimes placed where you do not expect to see them at all (for example, a plaque with the logo of the campaign on a pole under a road sign)"<sup>73</sup>. This method of distribution is much cheaper, so it should also be used. Advertising in the Indian print media is also very effective.

But still the most popular advertising is television advertising, the role of which is constantly growing. In this regard, it is advisable to use the most popular, mass TV channels. "The leaders in terms of viewership and advertising revenue are mass entertainment channels in Hindi (DD, StarPlus, Sony, Zee, Sahara)"<sup>74</sup>. Attracting 40% of the Indian audience, these channels accumulate 52% of all TV advertising revenues. Mass entertainment channels are the most expensive to produce and are the main product for TV companies, which is complemented by a package of other specialized channels. Mass entertainment channels are characterized by a consistently high audience, so they attract a disproportionately high percentage of advertising volume.

The Indian target audience of advertising consumers has specific features. First of all, these are hundreds of millions of Indians living above the poverty line, who form consumer demand for inexpensive everyday goods (household chemicals, perfumes, beverages, cigarettes), as well as several million wealthy citizens who determine the demand for durable and luxury goods. The level of consumer demand is influenced by regional and cultural differences, education, and source of income. Cultural traditions are of great importance. For example, in Indian families women usually do not make

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73 Promotion of the company in the markets of China and India [Electronic resource]. - 2014. - URL: <http://www.geonetconsult.com/rus/marketing-i-reklama-v-kitae-i-indii.html>

74 Tkacheva, N. V. India: media system in the conditions of economic liberalization / N. V. Tkacheva : edited by E. L. Vartanova. - Moscow: MediaMir, 2009. - C. 67.

decisions about buying goods, instead of them it is done by older men, and women belonging to the middle class do not store in stores, it is the duty of servants. Therefore, it is necessary to orient the advertising campaign taking into account these peculiarities as well.

Thus, based on the above, we can draw the following conclusions supported by practical recommendations. First, exporting the products of the Belarusian campaign "Frost" is both a great opportunity for Belarusian producers to expand their activities and help to solve the problem of shortage of drinking and mineral water in India. Secondly, it is advisable to conduct advertising mainly on television, but do not ignore the print media and outdoor advertising. Thirdly, when organizing an advertising campaign, emphasis should be placed on the traditions and national colors of India, for which it is advisable to use songs and dances. Fourthly, in advertising it is necessary to demonstrate the healing properties of mineral and drinking water "Frost", as well as to list the indications for its use and minerals that are contained therein, to attract potential customers naturalness and naturalness of water.

**Elena Dovnar**

## **Opportunities of advertising promotion of Belarus tractors to the Nigerian market**

Minsk Tractor Plant was founded on May 29, 1946. Today, the plant, which employs more than 17,000 people, has become one of the largest manufacturers of agricultural machinery not only in the Commonwealth of Independent States, but also in the whole world. And the famous trademark "Belarus" is of great value to us - not only commercial, but also patriotic to a certain extent.

The plant went step-by-step to the production of world-famous tractors. The first product of the enterprise was a starter motor, and the production of tractors began with caterpillar machines. In 1953 the production of tractors on pneumatic tires was launched, which determined the further specialization of the enterprise. And already in 1958 Minsk Tractor Works produced the 100,000th tractor.

On July 25, 1966 MTZ was awarded the Order of Lenin for successes in work, creation of new machine designs and introduction of advanced technology. On January 22, 1971 for great successes in tractor production, use of production capacities and creation of high-performance tractor designs the plant staff was awarded the Order of October Revolution. The millionth tractor rolled off the assembly line in November 1972.

In 1995 the State Prize of the Republic of Belarus was awarded to a group of the plant's employees for the creation of small-size machinery. On the basis of produced tractors "Belarus" and with the use of their units and assemblies the plant organized production of 15 models of so-called alternative machinery: municipal, forestry, loading machines, transport for

mines.

Despite the fact that the world market conditions in 1998 - 1999 were characterized by a significant decline in sales, MTZ maintained its position among the largest exporters of tractors both in the CIS and major world markets: in 1999 MTZ manufactured 57.7% of all tractors produced in the CIS countries.

Mastering foreign markets, MTZ was the first tractor manufacturer in CIS to fully certify all tractors produced for compliance with European Union standards in Silsoe Institute (Great Britain). At the beginning of May, 2000 the enterprise received the certificate of conformity of quality system according to ISO-9001 for design and production of tractors. This means that Minsk Tractor Works has created a quality system meeting the requirements of international standards. This was also confirmed by the results of certification audit conducted by TÜV-Turingia (Germany).

In 2006 MTZ celebrated its 60th anniversary. For special achievements in economic development the enterprise was awarded the Honorary State Banner of the Republic of Belarus. In October 2008 the specialists of Minsk Tractor Works brought a big gold medal from the Russian agro-industrial exhibition "Golden Autumn" held in Moscow. And in 2009 the silver medal of the International specialized exhibition "AGRITECHNICA" in Hannover was awarded to the representatives of the Belarusian industrial flagship by the President of the German Agricultural Society (DLG) Karl Albrecht Bartmer. It is the first time in the history of "AGRITECHNICA" that a manufacturer from the CIS countries has been honored with such a high award. One of the results of the company's participation in the VI International specialized exhibition of agricultural machinery "AgroTech Russia-2011", which was held in Moscow as part of the "Golden Autumn",



was again the highest award, as well as the prize of peasant sympathies.

Today, customers are offered over one hundred tractor models in more than two hundred assembly variants for all climatic and operating conditions. The new models have a wide range of possibilities of aggregation with agricultural machines of various manufacturers. International certificates have been obtained for all tractors sold, confirming their compliance with European Union standards and homologation tests in the largest testing centers of Western countries. MTZ develops, manufactures and exports wheeled tractors and spare parts for them, organizes their production abroad on a license basis, provides services for setting up and servicing of the supplied machines, conducts training in operation and maintenance of the produced machinery.

At present, the plant has all necessary auxiliary shops that serve the main production, as well as repair shops engaged in the manufacture of non-standardized equipment and repair of fixed assets. Metallurgical production of MTZ has a large complex of modern mechanized shops, where production is based on a sufficiently high technical level. Each of them can be compared to a separate plant.

The competitiveness of MTZ products is proven by life itself and long-term representation in the markets of highly developed countries. Farmers of all countries are attracted to Belarus tractors, first of all, by their reliability in operation, ease of operation, accessibility in maintenance and reasonable prices. On August 1, 2014, MTZ-HOLDING was registered in the State Register of Holdings under No. 82.

In Nigeria, agriculture continues to be the main source of livelihood for most Nigerians. It employs about 70% of the economically active population. Small peasant farms predominate in the country. Communal land ownership

is widespread, with feudal vestiges still evident in the north of the country. In areas where export crops are cultivated, commodity-money relations are developing and the peasantry is stratified. Thus, in cocoa production areas, more than half of peasant households own plots of less than 1 hectare and occupy only a part of the total area under this crop. At the same time, there is a layer of large landowners.

Nigeria has a significant land endowment, but it is far from being fully utilized. The most underutilized land is in the northern parts of the country, although there are some pockets of intensive farming. Artificial irrigation is needed to produce sustainable yields, which would allow the development of hundreds of thousands of hectares of new land. The area of irrigated lands is still small. Less than one third of these lands are cultivated.

The natural conditions in Nigeria allow the cultivation of almost all crops common in West Africa. In the forest zone, with its abundant rainfall and long wet season, tree crops (cocoa, oil palm, coffee, kola, rubber trees) and root crops (cassava, yams, taro, kokoyams) are grown, as well as maize and, more recently, rice. In the savannah zone, where rainfall is lower and the dry season is longer, groundnuts, cotton, sorghum and millet are cultivated.

Nigerian farmers farm all year round. Each part of the country has its own traditional rotation and combination of crops. In the southwestern states, for example, in the Yoruba and Edo areas, in the first year the plot is prepared for sowing and late maize is sown in September on the flat plains; yam beds are prepared in November and planted in the same month. In the second year, in March, between yam beds sow early corn, in early August - cotton, as well as beans and pumpkins. In the third year, early corn is combined with cassava, and in the fourth year, only cassava is planted. Then the plot is not cultivated for a long period of time.

In the northern states, the Hausa and sedentary Fulbe have a different combination and rotation of crops. Here they plant yams, cotton and peanuts in the first year, maize, sorghum or millet in the second year, and millet and sorghum in the next two years. More often, the plot is divided into small plots, and each of them is sown with a certain crop. With such farming, the soil is quickly depleted and yields become smaller and smaller. To restore soil fertility, the plot is left fallow. At any time of the year there are more fallow lands than cultivated lands due to low level of agricultural technique.

A significant part of the country's cultivated area is occupied by food crops: cassava, yam and yams, millet and sorghum. Manioc is unpretentious to the soil and gives a significant yield, but it is very demanding to moisture. Unlike cassava, yam prefers richer soils and does not like shade. Batat prefers light sandy soils with a high content of humus. Like yam, it is grown in beds. Millet and sorghum rank first in terms of area occupied. They have long been cultivated by the Hausa. Achu, dauro and tambu, varieties of millet, are grown on the sandy soils of the Joye Plateau. The plateau dwellers sow them on skillfully terraced hillsides. Such vast areas and variety of products made it possible for the Belarus tractor to become in demand in this developing country, where the demand for agricultural products will only grow and the Belarusian side can ensure itself a reliable partner for many years to come.

The original history of Africa has saturated the continent with many traditions, which are actively used in the local advertising industry. Africans carefully guard their culture, which is why their advertising is not the same as in Belarus. If we talk about the peculiarities of creating advertising content, everything is simpler here. Africa literally "draws" advertising: not just a piece of wall is rented for it, but sometimes even a whole building,

which is subsequently hand-painted. "Such a building can be not only a public place, but also a large residential building. This type of advertising is especially characteristic of small towns"<sup>75</sup>.

To promote products in the Nigerian market, it is necessary to use different types of advertising. The major problem for this country is that it is in the list of third world countries and therefore, it has underdeveloped advertising through TV and virtually no internet which are the first disseminators of advertising. In this regard, it is advisable to create commercials for TV and also promote advertising on big boards.

Based on all of the above, we can draw a number of conclusions. First, the products of the Minsk Tractor Plant, particularly the Belarus tractor, have repeatedly confirmed their quality and reliability not only in Belarus, but also around the world. Secondly, Nigeria has just entered the stage of a developing country and therefore Belarus may have a reliable recipient of Belarusian products here. Third, one of the most common types of production is agriculture, hence, the country will need a massive purchase of tractors.

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75 Advertising and media support of Belarusian exports: state, problems, prospects : proceedings of the departmental student scientific and practical conference, Minsk, February 29, 2012 / edited by B.L. Zaleskii. B.L. Zalessky. - Minsk : BSU, 2012. - C. 38-39.

**Elena Dovnar**

## **Formula for advertising promotion of Mark Formelle clothing on the Russian market**

For over 20 years, Mark Formelle has been making things that people use every day. Simple things that are worn by everyone, not just "top models", people with perfect figures and fat wallets. Funny pajamas, elegant panties and comfortable sets - everyone can find something to his liking and in his style. These clothes are worn by completely different and ordinary people who want to look modern and natural.

Modern man lives in a rapid rhythm, he is ready to experiment, changes himself and changes images every day. The only thing that remains unchanged is the desire to be self-confident. The main difference of "Mark Formelle" products is that this product is not only separately for women, men or children, and covers all. But still "the main part of the output is products designed for women, which occupies 49%. Men's products are 30%, and children's products, for girls and boys, are 13% and 8% respectively"<sup>76</sup>.

The volume of output is increasing every year. In 2009 it was 1991 thousand pieces, and by the end of 2014 it amounted to about 5109 thousand pieces, that is, for the last five years the total volume of production has more than doubled. This means that the demand for products is growing every year. And, as we know, demand gives birth to supply. That is why "Mark Formelle" updates its collections weekly and releases more than 120 new capsule collections per year. The same rapid pace of development is planned in the future, which will give new opportunities for further prospects. The

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<sup>76</sup> About the company [Electronic resource]. - 2015. - URL: <http://markformelle.by>

company is constantly looking for partners and new markets to develop in other countries. To date, it has already discovered such countries as Ukraine, Kazakhstan. Further development is aimed at the Russian market.

Initially, it would be advisable to plan to supply only underwear for women there, as this is the main product of Mark Formelle, which occupies 42%. Now the Russian market of women's underwear is oversaturated: there are several hundred famous underwear brands alone. Trying to meet the needs of buyers, participants are forced to constantly offer the consumer something new. The number of brands represented on the Russian market, every year increases several times. In addition to well-known countries-suppliers of elite underwear - Italy (Idea Stella, La Perla), France (Lady de Paris, Christian Lacroix), Germany (NINA VON, Felina), Spain (OtHaik 'a, PRINCESA) and the United States (Playtex, Wonderbra), - manufacturers of mid-price brands from Denmark (ARDI), Poland (Key), Czech Republic (Pelican), Latvia (Lauma, Roksa), Serbia and Montenegro (Vis-a-Vis) are entering the Russian market. But the niche of inexpensive underwear has not been developed to date. It is formed mainly by "nameless" underwear from Asian countries. Products from China and Korea account for 95% of the total volume of the inexpensive underwear market segment. The remaining 5% come from Russian and Belarusian manufacturers ("Cheremushki", "Krasnaya Zarya", "Milavitsa").<sup>77</sup>

Six companies can be recognized as the main distribution players on the Russian market. They can be conditionally correlated with three price segments. The Wild Orchid holding consists of two main retail chains - Wild Orchid and Bustier directly, as well as the wholesale company Lace Bazaar

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77 Churkina, O. Linen market in figures / O. Churkina [Electronic resource]. - 2015. - URL: <http://www.openbusiness.ru/html/bell.htm>

and the stock company Linen Bazaar. This holding includes about 80 brands of underwear, with 95% of them in exclusive use. The company itself estimates its market share at 65-70%. The average price for a set (and according to the agency Symbol-Marketing, about 70% of female customers stop their choice to buy a set of lingerie, the remaining 30% buy items of underwear separately) is about \$300-350.

Estel Adoni: a set of underwear costs approximately \$150-200, and is part of Katerina, which in turn develops three other chains: Modnoe Linie, Angelika and Zolotaya Strekoza. The company "Lediva Rossa" (formerly "Vigo-lux") mainly specializes in the development of multi-brand stores "Kokon", and also includes a stock store "Modny Dvorik". A set of lingerie in this chain of stores costs between \$100 and \$200. "Women'Secret" - a company, the basis of the collection of which is not so much underwear as night and home clothes, namely: suits, shirts, robes. This brand is designed mainly for young people, underwear large sizes in the stores of this network is absent. The average price of a set of underwear is \$50100.

The underwear sales network "Golfstream", whose products are distributed in more than 100 metro points and shopping centers, has been gaining popularity recently. The "Cheremushki" chain of goods sales and the "Milavitsa" chain of sales of Belarusian products are the most prominent (of the few) representatives of the cheap lingerie segment on the Russian market. In these stores it is possible to buy sets for \$10-50.

The most active buyers of underwear are young women aged 25-34. Their share of spending on underwear is approximately 14.5 % of total spending on clothing. The main factors influencing the purchase of clothing are quality and price, and underwear is no exception. The importance of quality and price depends on the economic opportunities of buyers. Thus, in low-

income groups, price is more important than quality for almost 70% of buyers; in middle-income groups, the number of people focused on quality is equal to the number of people concerned about price; in high-income groups, quality prevails over price.

According to sociologists, the number of people with a good financial situation in Russia is 5% of the total population of the country, with a low one - 75%, of which 20% belong to the poor, 55% - to the poor. Thus, there are approximately 109 million people (75%) in Russia for whom price is more important than quality. This group cannot afford to buy expensive underwear, the average cost of which varies from \$100 to \$500. At the same time, almost all stores are focused on selling high-priced (\$100-500) and medium-priced (\$50-100) underwear.

The Belarusian company can offer an alternative option. Taking into account all of the above factors, it is important to create high quality underwear, but with fairly low prices, so that these products are generally available. Thanks to this strategy, Mark Formelle is one of the most popular and fastest growing companies in Belarus.

To date, two relatively empty niches can be noticed in the Russian underwear market. Firstly, there are no specialized "family" underwear stores where consumers can purchase the necessary goods for all family members. Secondly, for the ever-increasing number of overweight people, there is an acute need for oversized underwear. Stores offer a limited range of bras in large sizes, manufacturers of such products are few, and, therefore, the demand of buyers for this product remains unsatisfied. That is why the Russian market is the most promising. "Mark Formelle" produces products for the whole family, including underwear, sweaters, dresses and tunics, clothing for sports, sleepwear and leisurewear, underwear and clothing for



children, thermal underwear, hosiery. And the sizes vary from XS to XXL, so everyone will be able to find the right size.

Among such a large and ever-increasing competition in the Russian market, the main engine for product promotion is advertising. The goal of the advertising campaign should be to increase the brand recognition of "Mark Formelle" in Russia, where it is reasonable to position the product as high quality, hygienic, safe - for bright, active, modern people.

Communication channels should be chosen based on the fact that in the Russian media advertising market they are distributed as follows: TV (48%); press (9%); outdoor advertising (12%); radio (7%); Internet (24%)<sup>78</sup>. In order to promote products on the Russian market it is possible to use standard advertising tools: outdoor advertising, TV commercials. The main part of advertising makes sense to realize through the Internet on various websites, as well as in such social networks as Vkontakte, Facebook, Instagram: where the main target audience is available. Moreover, distribution via the Internet is the most cost-effective and efficient means.

Summarizing the results, we note the following conclusions. Firstly, the main advantage of the enterprise is the fact that "Mark Formelle" constantly improves and expands the range of products. Secondly, the products can enjoy increased consumer demand among Russian consumers because of the high quality of products and affordable price. Thirdly, the Belarusian company produces a wide range of clothing for the whole family, so it increases the target audience and, accordingly, the demand for products. Fourthly, it is necessary to use national Russian mass media, TV advertising, Internet and social networks in the course of promotion.

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<sup>78</sup> Media advertising market of Russia [Electronic resource]. - 2015. - URL: <http://www.slideshare.net/Vi presentations/ss-55304435>

## **Alexandra Egunyova**

### **Actual issues of advertising promotion of waffle bars "Vitba.by" on the Polish market**

Confectionery plant "Vitba" is the leader in Belarus in the production of breakfast cereals, as well as one of the most important enterprises of the country in the production of flour confectionery products, which is one of the five largest producers of these products in the Republic of Belarus. The enterprise is equipped with modern equipment. The best raw materials meeting the world requirements are used here to produce the products under the trademark "Vitba".

The quality management system is certified for compliance with the requirements of international standard STB ISO 90012009 in the National system of conformity confirmation of the Republic of Belarus and DIN EN ISO 9001:2008 in the German accreditation system. The company's products have been repeatedly honored with high awards and won international contests: "Product of the Year", "Choice of the Year", "Best Goods of the Republic of Belarus", "Best Goods of the Republic of Belarus on the Market of the Russian Federation", "Product of Olympic Quality", "Our Brand".

Production consists of three main shops: waffle, confectionery and breakfast cereals. In November 1989, construction of the first building - the breakfast cereal shop - was started. In June 1991 the installation of two lines of English company APV "Baker" for production of dry products of extrusion technology was finished and in August of the same year the first production was received - pads with stuffing, corn flakes, rice balls, rings of mixed cereals. Today "Vitba" is the leader of the Belarusian market of breakfast cereals with a market share of more than 60%. There are three lines in the

dry breakfast shop: for the production of cereals, pads and dragees. The cereal line produces corn flakes, rice and corn balls, rings and stars from a mixture of cereals using extrusion technology. Pillow production line produces pads with various fillings, dragee production line produces dragee products with extrusion product base (rice balls) on which glaze is applied by rolling.

The peculiarity of extrusion technology, which is the basis of production of breakfast cereals "Vitba", is that at short-term impact of high temperature and pressure on the raw material the finished product preserves the nutritional value of the original cereal raw material to the maximum. In September 1995 the second stage of the plant - confectionery shop was put into operation, where the production of unglazed and glazed flat waffles was started on the equipment of the Austrian company "Franz Haas Waffelmaschinen". Today waffles are produced on two lines, which differ in the way of filling.

In December 1996, the confectionery shop using the equipment of Franz Haas Waffelmaschinen mastered the production of wafer tubes with filling. In December 1997, the equipment of Czech and Italian manufacture was installed for the production of cookies, including those with sandwich type filling, which has no analogues in Belarus. In December 1996 the third stage of the plant was put into operation - a waffle shop equipped with Franz Haas Waffelmaschinen equipment for the production of flat waffles. In March, 2006 on the equipment of the Austrian company "Franz Haas Waffel- und Keksanlagen-Industrie" the production of wafer rolls was mastered, which have a unique shape with S-shaped loop in the middle, rolled from thin, fragile, porous wafer sheets, which determine the special tenderness of this product.

In May 2009 the wafer shop was equipped with the equipment of the Austrian company "Franz Haas Waffel- und Keksanlagen-Industrie" for the production of wafer tubes. It is this line that produces wafer tubes in milk glaze of the trademark "Vivaili" - a unique product not only for Belarusian consumers, but also for customers from other CIS countries. The lightness and refined flavor that distinguish "Vivaili" are the result of an innovative technological solution. The filling is applied on the body of the tube from the inside in a thin layer, but does not fill it completely, which determines the delicious taste sensations that this unique product gives. In September 2010 in the wafer shop on the equipment of "Franz Haas Waffelmaschinen" company the production of wafer bars with sprinkles and double glaze was mastered. This line is used to produce Vitba,by waffle bars - multi-layer crispy waffles with cocoa filling, covered with milk glaze and sprinkled with peanuts, air rice, corn flakes, hazelnuts and hazelnut grillage.

Quality control of incoming raw materials and finished products is ensured by the plant's production laboratory equipped with modern measuring and testing equipment. Here the products are tested for organoleptic, physico-chemical, microbiological and radiation safety indicators. Currently, the company produces the following products: breakfast cereals (31 items); confectionery products (58 items); biscuit products (12 items); unsweetened snacks (5 items); fructose products (5 items); Fitness series products (4 items).

As far as the Polish market is concerned, the general provisions on access to it are contained in the Act on Freedom of Economic Activity of July 2, 2004, which stipulates that entrepreneurial activity is not restricted in any way. However, Polish law provides for certain exceptions to the general rule. This means that certain types of business activities require special authorization

by the Polish authorities or registration. In this regard, all types of business activities can be divided into "4 main groups: activities for which there are no restrictions; activities that are allowed to be carried out only on the basis of a concession; activities that are subject to licensing or require a special permit; activities that require registration in the register of regulated activities"<sup>79</sup> .

Instead of registering a legal entity in Poland, a foreign company may establish a branch/office or a representative office. Subsidiaries in Poland are established to carry out the same type of activity as the main investor company. From the point of view of the law, a branch/office is a part of a foreign company and does not have its own legal personality. A branch is subject to registration in the Register of Entrepreneurial Entities and may operate after registration. A branch or branch office has certain restrictions on the conduct of business. The registration process is similar to the registration of a limited liability company. Also foreign entrepreneurs have the right to establish their representative offices.

In addition, representative offices may not carry out any economic activity in Poland, their efforts are limited solely to activities to advertise and promote the foreign investor in Poland. The representative office may only engage in advertising or marketing activities for the benefit of the parent company. Thus, the best form of organizing activities in Poland would be the establishment of a subsidiary or representative office.

It is also worth noting that "in 2015, the grocery market in Poland was worth almost 243 billion zlotys, i.e. - 57 billion euros. This means, compared to the previous year, a growth of 2.1%"<sup>80</sup> . In other words, the Polish grocery

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79 Poland. Practical market access procedures [Electronic resource]. - 2015. - URL: [http://www.ved.gov.ru/exportcountries/pl/pl\\_market/pl\\_pract\\_pract\\_access/](http://www.ved.gov.ru/exportcountries/pl/pl_market/pl_pract_pract_access/)

80 Grocery market in Poland [Electronic resource]. - 2015. - URL:

market is characterized by high competition. Next to the main foreign retail chains, there are many Polish chains of small stores and supermarkets.

For the initial entry of a Belarusian company into the Polish market it is advisable to use the waffle bar "Vitba.by", as it is quite popular in the Belarusian market, has a high quality of performance, acceptable appearance, name in Latin, relative ease of transportation. The purpose of its advertising campaign in Poland should be to increase brand recognition in the Polish market. The primary target audience can be selected as active young people who do not have time for a full meal, but who like sweets, prefer to drink tea or coffee with something. Secondary target audience can be children and teenagers of middle and high school age, who want to take some sweets with them to classes, to have a snack during breaks.

The product should be positioned as a chocolate wafer bar made of natural products, which will help to get rid of light hunger. The competitors of the Belarusian bar on the Polish market are primarily Twix, Mars, Snickers, and KitKat.

The peculiarities of product category development are manifested, among other things, depending on the degree of development of consumer and advertising markets in individual countries. In this regard, the top 20 product categories in each market are grouped into two generalizing groups - "cheap" and "expensive" product categories. The first is a group of relatively inexpensive goods and services - groceries, cosmetics, home care products, telecommunication services. The second group is the more expensive product categories - cars, financial services, travel and leisure. Consequently, the waffle bar "Vitba.by" can be attributed to the most

popular goods in Poland, and, therefore, more sellable, which is certainly beneficial for the Belarusian manufacturer.

Channels of advertising promotion should be chosen taking into account that in the Polish media and advertising market the communication channels are distributed as follows: TV (49.2%); press (20.7%); internet (12.8%); outdoor advertising (9.7%); radio (7.6%)<sup>81</sup>. Taking into account the fact that it is necessary to introduce an unknown product to the Polish market, it would be reasonable to use the most popular channels: TV, press, Internet, outdoor advertising. The pros are: relatively low material costs, a wide audience will learn as much as possible about the brand, with the right choice of media efficiency will be high, the opportunity to interest the buyer before contact with the seller, the opportunity to show themselves as a creative brand. The minuses of this advertising are: a small percentage of conversion of Internet advertising; a large number of side target audience of outdoor advertising and TV advertising; people began to respond poorly to standard advertising. It is also necessary to introduce the product to the Polish market through the creation and promotion of groups in social networks - Facebook, Naszaklasa (analog of Odnoklassniki), Instagram, product tasting at large retail sites, in places where the target audience gathers - schools, universities. A more detailed plan of the advertising campaign is the competence of Polish advertising agencies, whose services could be used by Vitebsk Confectionery Plant "Vityba". Obviously, it is better to outsource this activity, as local advertising organizations know the market nuances better and are closer to the target audience needed in this case.

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81 Foreign markets of television advertising: a comparative study [Electronic resource]. - . 2015. - URL: <http://www.vi-minsk.com/upload/medialibrary/77c/77c96e9c705defc002eacf5835a009fc.pdf>

## **Karina Zhigarina**

### **Features of advertising promotion of "Conte Spa" products to the market of France**

Conte is a manufacturer of hosiery products from Belarus. The company includes such brands as Diwari (manufacturer of men's socks), Esli (women's knitwear), Conte-kids (children's socks and tights). "Conte Spa" (Conte Spa) appeared in 1997 in Grodno, Belarus - at a time when the still young, developing market needed ideas and strong players. In translation from French Conte means "fairy-tale". At the origins of the company stood the Baiko family, as well as Richard Sherel - the idea of these few enthusiasts in more than 15 years turned into a large enterprise"<sup>82</sup>.

From the moment of its foundation until today COOO "Conte Spa" specializes in the production of hosiery and knitwear for women, men and children. Initially, the company Conte set itself the goal - to produce exclusively high-quality products, which they have, without a doubt, and succeeded. Tights, stockings and socks of the Conte brand are produced on high-tech equipment, which is designed on the type of Italian machinery producing the same product. Raw materials for the production of tights Conte company orders from wired European manufacturers of yarns. Having achieved a high level of quality, the company does not rest on its laurels, the range and variety of models is constantly expanding and improving.

Since 2001, the company has focused on its own brand Conte elegant, developing design lines and improving production technologies. "Conte Spa" conquers the space in a European way, actively and sensibly, applying modern intellectual and technical tools, taking into account the evolution of

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82 O company [Electronic resource]. - 2015. - URL: <http://conte.by/ru/about>



the market and the psychology of the consumer. But despite the highest quality, which is very carefully controlled at all stages of production, the prices for Conte brand are very moderate, this is achieved due to the fact that the factory itself is located in Belarus.

More than 10 years ago, together with the brand, a perfect image of a Conte elegant customer appeared: "A woman who is not indifferent to life". This position is very close to all modern women of the fair sex: self-sufficient, socially active and demanding. She has learned to distinguish quality, knows its price, loves comfort and does not agree to compromises. It was she who became the ideologist of the origin of the name of the main and most famous brand of the company - Conte elegant. The creators of the brand accurately observed the transformation of a woman at the beginning of the XXI century: refined in French, but with a bright temperament, she wrote her own "Le conte élégant", an elegant fairy tale, confidently occupying key positions in her own life and in society.

Conte brand has developed a special line of tights and socks Conte-kids for children. Men were not neglected either: a separate brand Diwari was created especially for the stronger sex, here you can find men's cotton socks of the highest quality and any color. The company Conte produces products of different sizes and colors more than four thousand items. Thus, the company Conte can be rightfully labeled as "hosiery for the whole family". The company plans to offer a summer range of products to compensate for the seasonality of hosiery sales.

To date, hosiery products of the Conte company are sold in such countries as: Ukraine, Latvia, Russia (more than 40 sales offices), Armenia, Lithuania, Poland (has its own distribution network), Israel, Germany, USA. The share of Conte Spa in Belarusian exports of hosiery is almost 90% according to

2014 data. In 2009, the company's share in Belarusian hosiery exports was 55%. "Conte Spa has been pursuing an active marketing policy in foreign markets in recent years. The company has achieved such success thanks to constant and continuous cooperation with partners and distributors. "Exceptional quality of the products is testified by numerous awards, which Conte trademark was honored as "Brand of the Year 2003", "Choice 2003 and 2007", as well as "Spring Fashion of Siberia 2006". In addition to awards, diplomas and medals of various national and international competitions, in 2011 the company received the Quality Award of the Government of the Republic of Belarus"<sup>83</sup> .

Having built its reputation on the three pillars "Quality-Price-Choice", Conte elegant has established itself as the best manufacturer of hosiery products, satisfying the demand of all demanding women: from elegant office managers to bright, creative and social fashionistas. Having achieved a high level of production and consumer confidence in Belarus and abroad, Conte plans to expand its borders and supply its products to other countries. France may become the next such country.

Most people associate France primarily with the Eiffel Tower, croissants and coffee, romance and, of course, fashion. "Fashion" began to be associated with France as early as the time of Louis XIV, when the industry began to grow strongly under government control. The French Royal Court became the trendsetter in Europe. "Paris becomes the first fashion capital of the world and the idol of the European nobility. France dictated the rules of good tone and fashion, which were followed not only by the crowned personages and their cronies, but also by the entire nobility. The main source of

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83 Sokolova, N. Conte Spa in Grodno - one of the largest and most modern enterprises / N. Sokolova // Grodzenskaya Prauda. - 2012. - June 27.

information about fashion of that time was the magazine "Gallant Mercury", which helped French fashion to conquer Europe. It printed reviews and attached pictures with descriptions of models and indicating how, what and where to wear, criticized certain novelties"<sup>84</sup>.

France was one of the first countries to make a breakthrough in the history of fashion at the beginning of the 19th century, becoming a trendsetter of haute couture. Thanks to the famous French fashion houses, modeling and creating clothes ceased to be a craft and became an art. With such a rich "fashion" history, France wants to conquer any factory producing clothing and haberdashery. Of course, Conte is no exception.

The population in France is over 67 million, of which: 48.7% are men and 51.3% are women. Conte factory products are mainly oriented to women of all ages, so France is of interest to Conte already by the ratio of men and women. The Belarusian manufacturer realizes that in the country - the trendsetter - there is a huge competition in the market of hosiery products, so it is advisable to supply there not only classic models, but also the latest developments in terms of design and quality. From classic models Conte offers elegant tights from ultra-thin 8 Den to elegant but very warm models with the addition of cashmere 250 Den. The Belarusian company also produces unusual designer pantyhose, leggings and stockings, which are planned to be emphasized for export. For example, fantasy tights from the fall-winter and spring-summer Fantasy collections. This unique technology of producing elastic fantasy and openwork products will immediately attract the attention of stylish French women.

It is worth noting that Conte cares not only about the beauty of women, but

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84 Capital of world fashion [Electronic resource]. - 2015. - URL: [http://emigrant3.narod.ru/Paris\\_moda.html](http://emigrant3.narod.ru/Paris_moda.html)

also about making their products comfortable in any season. For winter, the company has released special insulated not only tights, but also leggings. Their composition includes cotton, micromodal, viscose and cashmere. In addition to a decent composition, these models also have a unique design. You can find leggings with leather inserts, with velvet, with corduroy, with various effects (effect of boiled jeans, wet cloth, scuffs). Manufacturers of such unusual and at the same time high-quality models in the modern French market is not so many. Mostly companies produce classic models of hosiery and produce collections very rarely. But this is not about Conte. Therefore, the Belarusian company will be able to adequately withstand the competition.

In addition to unusual designs for France, Conte could supply France with corrective models developed using unique technologies for sensitive skin with vitamin E. The specially developed material structure of these tights is very similar to silk. And microcapsules of vitamin E continue to nourish the skin of the legs and take care of them even after several washings. This shows that the Belarusian company Conte has something to conquer the French fashion market. Competitive classic models teamed with uncommon design and unique technologies can occupy the shelves of French stores.

To make all French women aware of the high-quality Belarusian-made goods, a Conte advertising campaign should be considered. The main advertising could be placed in the print media. Fashion magazines are very popular in France. The offices of such world fashion glossy editions as "Vogue", "Elle", "L'Officiel", "Marie Claire", "Numéro" are located there. These magazines are the authority for most French women, so many of them may take a closer look at the products advertised in them. It makes sense to place the Conte advertisement on the spread at the beginning of the

magazine. Statistically speaking, women tend to look at the first pages of advertisements with particular attention.

The advertisement itself should be a huge fairy-tale castle, because 'Vonte', as mentioned above, is French for 'fairy-tale story'. And near this castle can stand fairy tale princesses wearing Conte products. Thus, the company will show respect for the fact that the name of the production comes from a French word and for the history of France, its heritage in the form of palaces and castles.

In Belarus, the face of Conte is the famous singer and model Olga Vainilovich. In France, it would be desirable to make a popular young French singer the face of the advertising company. This advertising move could also increase the chances of the Belarusian company to win the hearts of French women. Of course, one should not forget about street advertising on billboards. And catalogs with detailed descriptions of all Conte models could be distributed in famous French stores. Advertising videos should be effectively broadcast on the main French TV channels - TF 1, Canal+ and M6. Emphasis in the videos should be made again on the fairy-tale castle, as in print advertising. In this way, advertising for Conte products could occupy its own advertising space in the French media.

Summarizing these considerations, we can draw the following conclusions. Firstly, the Belarusian company Conte is a worthy competitor in the fashionable French market. Conte models are characterized by unusual design, unique production technologies and care about women. It is these qualities that will attract French female customers. Secondly, in order to familiarize with Conte products in the first time in French stores should be distributed catalogs with a full list of products, where customers can find everything: from elegant classic models of hosiery (from ultra-thin to

insulated) to elegant fancy openwork models; from winning tightening products to models created by a unique technology for sensitive skin with vitamin E. Thirdly, the advertising campaign should be placed mainly in the printed press, as France is home to the main editorial offices of famous fashion magazines. It is advisable to emphasize in the advertisement the translation of the word "conte" from French as "fairy tale-fairy tale". Advertising with the same emphasis can be broadcast on the main local channels and placed on street billboards. In this way, Conte can occupy as much French advertising space as possible and gain prominence among French women.

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**Karina Zhigarina**

## **Strategy of advertising promotion of Kommunarka factory products to the Indonesian market**

Kommunarka is one of the largest confectionery producers in the Republic of Belarus. It is a part of the Belarusian State Concern of Food Industry "Belgospischeprom". Ownership supervision is carried out by the Main Department of Consumer Market of Minsk City Executive Committee. Motto: "Through the quality and safety of products to the quality of life - quality life to quality products!". Mission: production of competitive confectionery products to maximize satisfaction of existing and anticipated needs of consumers and to ensure satisfaction of the needs of the state, society, shareholders, staff. Vision: within the next five years to become a modern, market-oriented organization with a balanced structure and a stable position in the confectionery market of the Republic of Belarus, CIS and non-CIS countries.

The main objectives and functions of SOAO Kommunarka are: production of competitive, high-quality and safe products to maximize satisfaction of consumers' needs and expectations, while ensuring safe working conditions for personnel and minimizing existing environmental impacts; meeting established legislative, regulatory and other mandatory requirements related to quality and safety risks, occupational health and safety and environmental protection; maintaining and expanding internal and external markets with Only natural, environmentally friendly raw materials are used in the production of our products. The process of cocoa bean processing is carried out directly at the company, which makes it possible to achieve particularly careful quality control of the products.

"The history of the factory "Kommunarka" began on January 11, 1905, when

the Minsk city government first received a trade certificate "Coffee house with confectionery products, bakery of confectionery products of George Vikentyevich Rachkovsky". In 1929 the factory was renamed "Kommunarka"<sup>85</sup>. At that time the factory produced only unwrapped confectionery products. Wrapping machines began to appear only in 1932-1933. At the same time the dragee shop was also equipped. Up to that time no dragees were produced in the BSSR. Later the soft-chocolate shop began to function at the factory, and a few months later - the caramel shop. In the 50s-60s the specialists of the enterprise began to attach special importance to the development of new recipes of confectionery products. It was then that some of the best varieties of candies and chocolates were created. Subsequently, many of them rightfully became considered classic: "Chocolate Bottles", "Grillage on Peanuts", "Souffle", "Stolichnye", "Krasnaya Shapochka", "Alenka".

Now annually the enterprise produces up to 25 thousand tons of sweet products. The factory's wide assortment includes more than 200 names of confectionery products. At international exhibitions and tasting competitions COAO "Kommunarka" receives high marks of experts and prestigious awards. For five years it has been recognized as confectionery factory No. 1 in Belarus according to the results of national competitions. These samples have already earned the respect of buyers not only in Belarus, but also in countries near and far abroad. But Kommunarka plans to add to the list of its buyers, and Indonesia could become the next delivery point.

Indonesia is among the emerging and fast-growing economies and ranks 4th in this group after Brazil, China and India in terms of contribution to global

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85 History of the factory [Electronic resource]. - 2015. - URL: <http://www.kommunarka.by/about/istorija-fabriki>



economic growth. "Due to instability in global markets, declining prices of Indonesia's major export commodities and continued dependence on imports, Indonesia's foreign trade deficit has continued to widen over the past years. The government of the country has taken a number of measures to overcome the imbalance of foreign trade, including the development of so-called "new markets" in Russia, Central Asia, the Middle East and Latin America"<sup>86</sup>. To date, the main importers of Indonesia are: China, Singapore, Japan, European Union countries, the United States of America. The Republic of Belarus could also become a worthy supplier of its goods to Indonesia.

Indonesia is located in the Malay Archipelago on either side of the equator and occupies 17,508 islands, of which only 6,000 are inhabited. They are inhabited by different nationalities with different cultures. Some islands have Muslim populations, others are Christian, Bali has Hinduism, and still others are pagan. At the same time, the country ranks 14th in the world in terms of land area and is the largest country in the region, having land borders only with Malaysia and Papua New Guinea. Indonesia's population is more than 237 million, making it the most populous country in already crowded Southeast Asia and the world's fourth most populous nation after China, India and the United States.

The age structure of the population is typical for developing countries: the main feature is a high proportion of young people - the average age of an Indonesian resident is 28 years. The main consumers of sweets are children, teenagers and middle-aged people, so this country is favorable for the supply of products of the factory "Kommunarka". Since the average salary in

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<sup>86</sup> Indonesia [Electronic resource] . 2015. -  
URL:  
[http://www.ved.gov.ru/exportcountries/id/about\\_id/eco\\_id/](http://www.ved.gov.ru/exportcountries/id/about_id/eco_id/)

Indonesia is just over \$200, it should be emphasized that Belarusian products will be supplied at favorable prices for both parties.

It is worth noting that Indonesia is the 2nd largest cocoa bean grower in the world, more than 800 thousand tons per year. "Kommunarka" can offer an exchange to production facilities that deal with cocoa beans: "Kommunarka" supplies candies, and Indonesian partners supply cocoa beans, the main ingredient of any candy. When supplying candy to Indonesia, the local assortment of sweets should be taken into account. The country has a very hot climate, equatorial, humid, in some regions has signs of subequatorial. In the plains regions, the average monthly temperature is about 26 ° C, and its seasonal fluctuations are very small - no more than 3 ° C. Therefore, local sweets are mainly fruits and dishes from them. "Often desserts are supplemented with ingredients from local plants. For example, in Sumatra, where tapioca (Cassava) grows, different desserts are made from its roots. Tapioca itself is tasteless, so they add sugar, coconut milk or something else"<sup>87</sup>.

Indonesian confectionery, in general, should be called jam, as it is cooked in a special steam cabinet. Chocolate products are extremely rare there, as they require special storage conditions. In this regard, the company "Kommunarka" is desirable to deliver its products in the fastest way - air transportation. As a result, the products will retain their flavor properties and will not lose their attractive appearance. To store candy in Indonesia at the point of sale must install special equipment to preserve the quality of products. But you also need to know the peculiarities of the Indonesian advertising market.

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**87** Desserts of Indonesia [Electronic resource ]. - 2015. - URL:  
[http://yaturistka.ru/blog/food\\_of\\_the\\_world/1657.html](http://yaturistka.ru/blog/food_of_the_world/1657.html)

In today's world, one of the most widespread is online advertising. Indonesia acquired the Internet at the same time as the rest of Southeast Asia. Now only a little more than 30% of the country's population has access to the Internet, but programs to develop it in the country are very active. The Indonesian audience is young, the bulk of users are teenagers and middle-aged people. This is the audience that Kommunarka's products should be designed for. In addition, "one of the most widespread in Indonesia is considered to be mobile free TV. Mobile TV in Indonesia is presented in two categories - free broadcast TV and pay TV. Free broadcast television in Indonesia has been around for many years. Now it is digital"<sup>88</sup>. This kind of television can be a great platform for advertising Kommunarka. If we talk about print advertising in the local press, its potential is not very high, because the total circulation of all newspapers and magazines is not more than 500 thousand copies. This is due to the acute shortage of paper, more than 90% of which is imported. Therefore, instead of advertising in the press, it is advisable to create advertising booklets with a detailed description of the company's products and distribute them in public places.

Summarizing the results, we can draw the following conclusions. Firstly, chocolate sweets of the factory "Kommunarka" are an unusual product for Indonesia. There is little competition in the confectionery market in this country. Belarusian sweets can quickly conquer the local market and gain a foothold in it for a long time, as Kommunarka candies are a high quality product that should be sold at an affordable price. Secondly, taking into account the distance from Belarus to Indonesia, it is expedient to deliver the goods by the fastest mode of transportation - by airplane. In conditions of hot equatorial, humid climate it is necessary to install special cooling

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<sup>88</sup> Internet advertising in Indonesia [Electronic resource]. - 2015. - URL: <https://roem.ru/24-09-2015/207833/indonesia-sea/>

equipment at the points of sale to preserve the taste, useful properties and aesthetic appearance of chocolate products. Thirdly, the advertising company COAO "Kommunarka" should target children, teenagers and middle-aged people, i.e. the largest stratum of the Indonesian population. It is advisable to place commercials on the Internet, because in Indonesia it is just beginning to actively develop and its main users are the potential audience of "Kommunarka". Besides, it makes sense to place commercials on television, as free mobile television is very developed in Indonesia, therefore, this advertising will be seen by a large number of people. Advertising posters and booklets with detailed product descriptions should also be presented to the Indonesian audience.

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## **Meruert Koldasova**

### **Specifics of advertising promotion of "Rakhat" factory products to the Mongolian market**

Mongolia is a parliamentary state, an agrarian-industrialized country with the 18th largest land area in the world after Iran. It is divided into 21 aimags. Since 1997 it has been a member of the World Trade Organization. Mongolia trades with more than 80 countries and exports goods and raw materials to 60 countries: 45.2% - minerals and mining products, 21.5% - garments and knitwear, 25.6% - precious and semi-precious metals, 3.7% - leather and leather products. It imports more than 90% of its oil products from Russia and the rest from China and Kazakhstan.

"Mongolia is considered to be the leader of GDP growth in the modern post-crisis world. Its GDP jumped 17.5 percent in 2011, 12.7 percent in 2012 and 12.3 percent in 2013. A year ago, the country's GDP surpassed the milestone of 10 billion dollars"<sup>89</sup>. Mongolia has the fastest growing economy of any country in the world and is therefore a very promising market in Northeast Asia and the entire Asia-Pacific region. Although a large number of people live in urban areas, Mongolia's economy is centered on industries such as mining and agriculture. Mineral resources such as copper, coal, molybdenum, tin, tungsten and gold make up a significant portion of the country's industrial production. In short, Mongolia is a rich country in terms of natural resources.

There are three lignite deposits here - Nalaikha, Sharyngol, and Baganur. Copper-molybdenum ore found in Treasure Mountain (Erdenetin ovoo) led to the creation of a mining and processing plant around which the town of

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89 Dokuchaev, D. Secrets of the steppe dragon / D. Dokuchaev. // Echo of the planet. - 2014. - № 30-31. - C. 7 - 8.

Erdenet was built. The economic leap is explained by the construction of the Oyu Tolgoi copper and gold mine, one of the five largest in the world. In the south of the country, in the area of the Tavan Tolgoi mountain massif, high quality coal has been discovered - the Tavan Tolgoi deposit, the geological reserves of which are estimated in millions of tons. Medium-sized deposits of tungsten and fluorspar have long been known and are being developed. These mines ensure steady growth of exports and tax revenues.

The main industries are textile, woolen, cloth, sheepskin and fur, leather, meat processing, production of construction materials. Mongolia is the 2nd largest producer of cashmere wool in the world. Due to the harsh continental climate, agriculture here remains vulnerable to natural disasters in the form of severe drought or cold. The country has little arable land, but about 80% of the land is used as pasture. Most of the rural population is engaged in herding livestock, consisting of sheep, goats, cattle, horses and camels. This is the only state in the modern world where nomadic livestock farming is the main industry. Sheep, cattle, horses and camels are raised; yaks and reindeer are raised in high-mountain and taiga areas. Mongolia has more livestock per capita than any other country in the world. Wheat, potatoes and other vegetables are grown here, as well as tomatoes and watermelons.

"Rakhat" Joint Stock Company is one of the largest producers of confectionery products in Kazakhstan, leading its history for 70 years. The first production of confectionery products was organized in 1942. Production facilities are located at two sites in Almaty and Shymkent"<sup>90</sup>. The universal nature of production, its scale and the presence of its own line for processing cocoa beans allow the company to have the widest range of

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90 Esenkulova, E. Rakhat Factory: on the other side of the wrapper / E. Esenkulova // [Electronic resource]. - 2014. - URL: <http://tengrinews.kz/money/rukovodstvo-fabriki-rahata-otvetilo-kritiku-smenivi-262638>

confectionery products among Kazakhstani producers. "Rakhat" produces chocolate products, characterized by great variety, and is the only confectionery enterprise in Kazakhstan, mastered the production of special products for people suffering from diabetes. This range includes several items of chocolate, sweets, cookies and wafers with reduced calories and replacement of sugar with equivalent natural raw materials.

The company has organized and operates an internal quality system based on single responsibility and a comprehensive quality control system - quality control of raw materials and products at each stage of production. In 2013 the system of food quality management based on the principles of HACCP (HACCP - Hazard Analysis and Critical Control Points) was introduced. Currently, the products of "RAHAT" JSC are known not only in the Kazakhstan market, but also far beyond the borders of the Republic - in Russia, Uzbekistan, Turkmenistan, Kyrgyzstan, Germany, China, Afghanistan.

Mongolia does not have its own confectionery factories. The country mainly imports sweets from Ukraine, Russia, USA and Turkey. But Kazakhstani sweets also have considerable sales potential in the Mongolian market. Rakhat Company should start developing this market by opening its first confectionery store in the capital city of Ulaanbaatar. At first, in order to attract the attention of customers, there could be promotions for large families, the elderly, and students. On national or religious holidays, gifts in the form of chocolate bars could be distributed there. The main information for the interested part of the population should be placed on the Internet (for young people), on television and in newspapers.

Mongolia has a broadcasting state radio company, Mongolradio, founded in 1934, and a state television company, Mongolteleviz, founded in 1967).

Mongolradio has three domestic broadcasting channels, two in Mongolian and one in Kazakh. Since 1964, Mongolian State Radio has broadcast on a foreign broadcasting channel known as Voice of Mongolia. The programs are broadcast in five different languages: Mongolian, Russian, English, Chinese, and Japanese. "Compared to the tradition of legal regulation in Western and Southeast Asian countries, where free media has been developing for more than 200 years, our legal and legislative acts in the field of journalism and media business are still "raw". We have something to think about, something to take as an example and something to study in the legislation of those countries"<sup>91</sup> . Mongolian state television "Mongolteleviz" has two channels. Almost all citizens have access to the state television channel.

In addition to these state-owned companies, there are about 100 private radio and 40 TV channels in the country. Almost all of them are broadcast daily. Almost all residents have access not only to local TV channels, but also to cable TV with 50 channels, which also includes several Russian channels. All this, of course, is desirable to take into account when planning the advertising campaign of the Kazakh exporter Rakhat in Mongolia.

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91 Bambazhav, N. Development of Mongolia's media market is dangerous by centralization in the hands of big players / N. Bambazhav // [Electronic resource]. - 2015. - URL: <http://asiarussia.ru/persons/6689/>



## **Meruert Koldasova**

### **System of advertising promotion of Tsesna flour to the Sri Lankan market**

The Democratic Socialist Republic of Sri Lanka is a state in South Asia, on the island of the same name off the south-eastern coast of Hindustan. It has two capitals: Sri Jayawardenepura-Kotte - the official capital, the seat of the Parliament and the Supreme Court; Colombo - the actual capital, the seat of the Government and the residence of the President. Administratively, the country is divided into 9 provinces, which in turn are subdivided into 25 districts. "From the time of the Portuguese invasion until independence, the country was called Ceylon in European languages. Tea is the hallmark of Sri Lanka. The island produces about 10% of all the tea in the world, which is more than 305 thousand tons per year. Now the country is the 3rd largest producer of tea in the world, behind India and China"<sup>92</sup>.

Sri Lanka is an agricultural country with a developed plantation economy. The share of industry in GDP is about 35%. Agriculture employs over 70% of the economically active population. More than 1/3 of the territory is cultivated. The basis of economy is production of tea, rubber, copra and coconut products for export. The main food crop is rice, millet, corn, legumes, yams, manioc, vegetables, spices - cinnamon, black pepper, cardamom, from technical crops - fiber and oilseeds, from fruit crops - bananas, pineapples. Livestock breeding is poorly developed, cattle are used mainly as draught power.

Kazakhstan wheat is widely known all over the world and has no competitors. Many companies of the grain industry of Kazakhstan have

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92 History of Sri Lanka [Electronic resource]. - 2009. - URL: <http://sri-lanka.saartourism.org/history-of-sri-lanka.html>

made efforts to give birth to such a high title. One of them is Concern Tsesna-Astykh LLP - the leading enterprise of the grain processing industry, which is one of the hundred largest Kazakhstani companies in terms of turnover. Departure from stereotypes, receptivity to innovations and high quality of the offered products distinguish the company, which in the 90s revolutionized the flour market of Kazakhstan. In many importing countries Tsesna has become a benchmark of the highest quality flour.

The structure of the Concern includes several subsidiaries and partner companies. Together they form an integrated agro-industrial holding with a technologically interconnected production and sales chain. This makes it possible to control all business processes from the moment of raw material production to the arrival of products to the end customer. "The product range includes more than 200 items, including: wheat variety flour, "Elite" wheat flour, rye flour, pancake flour, pancake flour, pancake flour, high grade pasta, pasta "Tsesna-Gold", "Salem", "Tsesna" zhaima, kespe, nest, bakery products, cereals, mixed fodder, as well as a series of "Health Products" ""<sup>93</sup>

Concern Tsesna-Astykh pays considerable attention to scientific development and implementation of its own innovative technologies in the production of preventive food products, and also participates in the development of joint projects with partners from Kazakhstan, CIS and non-CIS countries aimed at expanding the production of health products. Natural food product "Bapol" is produced on the basis of functionally active fraction of wheat bran. Activates the immune system, promotes the removal of toxic

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93 Sabekov, S. The second year in a row Kazakhstan takes the first place in the world for flour export - Chairman of the Board of Concern Tsesna-Astykh LLP Nikolay Meshcheryakov / S. Sabekov // [Electronic resource]. - 2009. - URL: <http://www.inform.kz/rus/article/2181241>

substances from the body - radionuclides, salts, metals, reduce blood cholesterol, fills the lack of potassium ions, calcium and magnesium. The quality of products is confirmed by certificates and recommendations of the Academy of Nutrition of the Republic of Kazakhstan.

The history of the company's foundation began in 1969, when the Tselinograd Bread Receiving Station was put into operation in the city of Tselinograd, Kazakh SSR. Over the years of development Tsesna-Astykh Concern has reconstructed most of the existing production facilities, put into operation new facilities equipped with modern high-tech equipment of Wachtel, Fawema (Germany) - packing line, Ocrim (Italy) - milling equipment, American Ingredients Company (USA) - equipment for flour fortification. In 2006 the pasta factory of Tsesna-Mak LLP produced 45 tons per day, in 2012 the second line for pasta production was installed, the capacity reached 105 tons per day. In 2014, after the launch of the third line, the capacity increased by 60%, which amounted to 165 tons per day, and this volume currently fully meets the demands of the market and brings the company to the leading position in terms of production volumes.

In 2006, the concern put into operation a new state-of-the-art pasta-milling complex equipped with the equipment of the world market leader - the Swiss company "Buhler". Since 2010, the mill and pasta complex has been operating at full production capacity, even then not being able to fully satiate the growing demand for its products. In October 2011, a new contract was concluded with Buhler for the installation of a pasta production line, and on November 30, 2012, the new line was put into operation. From this moment daily 100 tons of the best pasta of Kazakhstani production comes to the market not only in the republic, but also in the countries of near and far abroad. The geography of popularity of "Tsesna" trademark includes such

countries as: Russia, Georgia, Moldova, Turkmenistan, Tajikistan, Uzbekistan, Kyrgyzstan, Mongolia, Afghanistan, South Korea.

"Television came into being in Sri Lanka in 1979. There are two public and eight private channels. Broadcasts are in Sinhala, Tamil and English. There is a state-owned radio station (Sri Lanka Broadcasting Corporation) and several private radio stations on the FM band. There are radio companies broadcasting in English. Newspapers and magazines are published in Sinhala, Tamil and English. Daily newspapers in English are Daily News, Evening Observer, The Island"<sup>94</sup>.

Entering the Sri Lankan market, it is necessary to build an advertising campaign based on these facts. The main attention should be paid to newspaper publications and advertising in this segment of mass media. It is advisable to make the first sales of exported products on February 4 - Sri Lanka's Independence Day. This holiday, in addition to other religious holidays, is one of the main events in the life of Lankans, which is celebrated throughout the island with great fanfare. If such a marketing move is implemented, Tsesna flour will be associated with something good, independence, freedom and a friendly atmosphere.

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94 Sri Lanka: communications [Electronic resource]. - 2002. - URL: [http://www.encyclopedia.com/topic/Sri\\_Lanka.aspx](http://www.encyclopedia.com/topic/Sri_Lanka.aspx)

**Anna Kurylenok**

## **Potential for advertising promotion of the drug valacyclovir in the Indian market**

Selling valacyclovir to foreign markets, in particular to the Indian market, is one of the most important tasks of the manufacturer of this drug - Belmedpreparaty and the country as a whole, as it is export that brings maximum profit to the state. India is a country with a large population, which has an intensively developing economy, which opens up great prospects for the promotion of Belarusian medicines. After all, this country has a reputation of a reliable partner, which is especially important for successful trade relations. Belarus has seen a high rate of development of the pharmaceutical industry in recent years. This is largely due to the decree on certain measures for the development of the pharmaceutical industry, which allowed for the gradual and qualitative modernization of existing lines and the creation of new production facilities that meet the most modern requirements.

Today the Belarusian pharmaceutical industry is represented by 30 enterprises, among which the largest state-owned enterprises are Belmedpreparaty RUE, Borisov Medical Preparations Plant OJSC, Nesvizh Medical Preparations Plant OJSC, Minskintercaps PRUE, and non-state-owned enterprises - Lekpharm LLC, Pharmtechnology LLC and Farnel LLC. Belmedpreparaty RUE is the largest in terms of wholesale sales in the pharmaceutical market of Belarus. In 2015 - 88.3 million dollars. Now the company operates with a profitability of 31.9%. Due to the rise in the cost of imported substances due to the devaluation of the Belarusian ruble, it loses some margin. However, despite some deterioration of working conditions, the company pays its debts to creditors and banks.

The export strategy of Belarusian pharmaceutical companies is aimed at maintaining and expanding their presence in the markets of Russia, Kazakhstan, Azerbaijan, Uzbekistan, Kyrgyzstan, other CIS countries and Southeast Asia. The strategic objective is to enter the markets of Asia, Africa and the European Union. In order to sign real contracts for the supply of products and replenish the list of trade partners, a thorough study of market conditions will be required. In addition, it is necessary to understand the peculiarities of pricing to determine the acceptable market value of products. Only if these conditions are met, it is possible to develop effective models of product promotion in the Indian market, guaranteeing high profitability of business and shortening the time of return of funds invested in market research. For accurate forecasts and schemes of work marketing specialists of the enterprise need reliable research data. In particular, when estimating the volume of the developing market in India, it is advisable to have information on wholesale sales and geography of supply.

Belmedpreparaty RUE has been producing medicines for 85 years, taking care of the most important values - human health and life. Almost three thousand employees daily contribute to the achievement of this humane goal. Here we strive to make every person using medicines, every doctor prescribing treatment, every business partner constantly feel care, responsibility and be sure of high quality and effectiveness of products. To create a quality and effective medicine requires not only knowledge, technology and business processes, but also sincere, selfless and responsible attitude of each employee to work, understanding the importance of the mission. That is why, guided by the principle "Technologies in the service of health", RUE "Belmedpreparaty" occupies today leading positions in the Belarusian pharmaceutical industry and systematically expands its presence in the markets of CIS countries and abroad. In particular, let us consider the

possibilities of promoting the drug valacyclovir on the Indian market.

This drug "is available in the form of 500 mg coated tablets. Valacyclovir is an antiviral drug for systemic use. Valacyclovir can be taken without regard to food intake. This drug is contraindicated in patients with clinically significant hypersensitivity reactions (e.g., anaphylaxis) to valacyclovir, acyclovir, or any component of the drug. Caution should be exercised to prevent accidental overdose. Valacyclovir can be taken not only by adults but also by children from 2 years of age."<sup>95</sup> . Valacyclovir has beneficial effects in: treatment of shingles, accelerates the disappearance of pain, reduces its duration and the percentage of patients with pain caused by shingles, including acute and postherpetic neuralgia; treatment of infections of the skin and mucous membranes, including first-diagnosed and recurrent genital herpes; treatment of labial herpes; can prevent the formation of lesions, if taken at the onset of the first symptoms of herpes simplex relapse; prevention of recurrent skin and mucous membrane infections, including genital herpes; can reduce genital herpes infection in a healthy partner, if taken as suppressive therapy; prevention of cytomegalovirus (CMV) infection occurring during organ transplantation. Prophylactic administration of valacyclovir for CMV infection attenuates the severity of acute graft rejection reaction (in patients with kidney transplants), opportunistic infections and other herpesvirus infections.

Of course, India is the leader in the production of medicines, but valacyclovir can become a popular drug if we emphasize European quality. This should be the key point in promoting the product on the Indian market. Taking into account the initial cost of the drug, as well as transportation costs

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<sup>95</sup> Valacyclovir [Electronic resource] . 2014. -  
URL:  
<http://www.belmedpreparaty.by/product/anot>

and pharmacy markup, the cost of the drug will be approximately three dollars. This price is quite high for India, so the drug is designed for people with average and above average income.

The main source of distribution will be working with doctors in India. This Belarusian drug is unknown to the Indian consumer, therefore an advertising campaign is required to familiarize the population with the new drug. In India there is a high percentage of unsanitary conditions, so valacyclovir, as an antiviral drug, is essential for a large number of people. Its cost, of course, will be higher compared to its national analogs, but the main emphasis should be placed on emphasizing the European level of quality and European standards, which the Belarusian drug meets.

What should be the outline of the advertising campaign? First of all, the purpose of the advertisement will be to show the positive effect of taking this medicine. The easiest way to do this is to show the existing health problem of a person and how Belarusian valacyclovir helps to get rid of the disease. Secondly, it is important to emphasize that this is a drug exactly Belarusian-made, which is characterized by a high level of quality. Thirdly, "to use Indian actors in advertising in order to emphasize the focus of the product introduction specifically on the Indian buyer"<sup>96</sup>.

In order to fulfill the objectives of the advertising campaign, it is advisable to invite high-level professionals. It makes sense to disseminate the created commercial by means of mass media - television, radio, print, Internet, which will allow Indian consumers to learn and appreciate all the positive aspects of the proposed product. The advertising campaign should fulfill the function of exhortative influence on a person to induce him to purchase the

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96 India. Drug market [Electronic resource]. - 2012. - URL: <http://www.soblakami.ru/lekarstva-v-indii-ayurveda>



given products. The advertising of valacyclovir is one of the leading areas in its distribution in the competitive market of India, as it is a part of market marketing, the objective of which is to ensure smooth sales of the manufactured products. This advertisement of the drug must accurately and truthfully inform the consumer about the quality, properties, range, rules of use, consumption and other necessary information. It is the use of these functions of advertising will create the prerequisites for more efficient production of goods and better meet the needs of the target group for which it is designed. First of all, the advertising of the drug should carry information presented in a concise, artistically expressed form, emotionally colored and bringing to the consciousness and attention of potential buyers the most important facts and information about the proposed drug. After all, "on the one hand, it should bring to the consumer information necessary for the purchase and use of goods. On the other hand, it should combine its informativeness with persuasiveness and suggestion, to have an emotional and psychological impact on a person"<sup>97</sup>.

Thus, summarizing these considerations, the following conclusions can be drawn. First, a properly organized advertising campaign can be the basis for promoting valacyclovir in the Indian drug market. It will encourage people to make purchases or respond to advertising from a consumer point of view. Secondly, the task of advertising is not just to generate demand but to manage it within a selected target group of consumers. In promoting valacyclovir in the Indian market, the aim is to maximize penetration in selected market segments rather than spreading efforts across the entire market. Thirdly, the main emphasis in the advertising campaign should be on the European quality of the product and its effectiveness in treating the

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97 Wells, W. Advertising. Principles and practice / W. Wells, C. Moriarty, J. Burnett. - SPb : Amfora, 2008. - C. 699.

disease. Fourthly, since the product is not known to the Indian consumer, another important task of advertising will be to inform - to create awareness and knowledge about the new product and the company.

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**Anna Kurylenok**

## **Contours of advertising promotion of Savushkin Product yogurts on the Polish market**

The main objective of the Belarusian economy in the coming years is to increase its export potential. This requires expanding the product mix of foreign supplies, strengthening the positions of Belarusian producers in traditional markets and developing new markets with high purchasing power. Mutually beneficial trade and economic cooperation with the European Union countries, in particular with Poland, is of particular interest for Belarus. The future export strategy of Belarusian enterprises in this region should be based not only on traditional supplies of finished goods, but also on strengthening their positions through investment. This includes the creation of joint production facilities that could become a springboard for supplying products to third-country markets.

Savushkin Product brings joy and health to people by creating high-quality natural products. To ensure that the company's products remain natural, raw materials for their production come from ecologically clean areas, and no preservatives are used in the production process. Savushkinproduct products are made without the use of genetically modified sources, from natural food raw materials obtained from animals raised without the use of antibiotics, fattening stimulants and hormonal drugs. Today success is on the side of those companies that prioritize quality, from production technology to the standards used in customer service and product supply. In this regard, the management of the company decided to develop and implement management systems.

Savushkin Product OJSC "was the first among the dairy enterprises of the Republic of Belarus to certify the quality management system for

compliance with the requirements of the national standards STB ISO 9000, which are authentic to the international ones (in 2000 a certificate for compliance with the requirements of STB ISO 9001-96 was issued; in 2003 - a certificate for compliance with the requirements of the new version of STB ISO 9001-2001)"<sup>98</sup>. This was the first step to improve the enterprise management system. Now the organization has also developed and operates the following systems: since 2003 - system of quality and food safety management based on risk analysis and critical control points (HACCP) in accordance with the requirements of STB 1470; since 2004 - environmental management system in accordance with the requirements of national STB ISO 14001, as of 2006 - and international ISO 14001; since 2006 - health and safety management system in accordance with the requirements of OHSAS 18001; since 2009 - management system of production safety and x-rays and x-rays. In addition, the company uses a closed type of production process (personnel contact with products is minimized); the entire production area is divided into zones (green, yellow and red), which can only be accessed by personnel with special permission, and pays special attention to hygiene requirements. In the field of technology and equipment, the company's partners are well-known and trustworthy companies from Switzerland, Austria, Poland, Sweden and Germany.

"Savushkin Product" always strives to take into account the desires and needs of customers to the maximum extent possible. That is why the company's products have favorite flavors and convenient packaging, and the assortment is so diverse - more than 200 items. Today the company's portfolio includes 6 trademarks: "Savushkin", "Optimal", "SuperKid", "Na100yashchy", "Brest-Litovsk", "Laskovoe Leto", among which

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98 Why our products are trusted [Electronic resource]. - 2014. - URL: <http://www.savushkin.by/about/today>

everyone can find something for themselves. In addition, Savushkin Product takes care of the quality of its products, paying great attention to their availability in retail trade, namely the logistics system. Goods distribution network of Savushkin Product OJSC includes 6 trade branches, 1 trade representative office and more than 50 trade representatives on the territory of Belarus. The company's interests abroad are represented by its numerous partners. It is important that Savushkin Product maintains high ethical standards of doing business.

At present, three main types of yogurt can be distinguished. 1. Unflavored yogurts without added fruit. They do not contain sugar, as well as ingredients and additives. This type of yogurt is the most useful. 2. Flavored yogurts. They contain flavorings, both natural and identical to natural. Such flavorings are not harmful, but they are not particularly useful. 3. Yogurts with pieces of fruit. They are the most popular type of yogurt. Various fruits and berries occupy about 30% of its volume. At the same time, all the requirements for the content of essential fermented milk products are met.

So, let's look in detail at the possibilities of promoting Savushkin Product yogurts on the Polish market using the example of Greek yogurt, which "is produced in the traditional way for this product exclusively from natural ingredients without the use of stabilizers, artificial coloring and flavoring agents and milk powder. Thanks to this Greek yogurt "Savushkin" unlike the classic yogurt contains 2 times more protein and much less carbohydrates, which makes it especially valuable and useful"<sup>99</sup>. In addition, it has a thicker creamy consistency and a rich saturated flavor of berries in yogurt with berry filling. Savushkin Product" company offers to try both

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99 Yogurt "Greek"  
<http://www.savushkin.by/23.html>

[Electronic resource].

- 2014.

- URL:

natural "Greek" yogurt and in combination with cherries, strawberries and blueberries. It can be called an indispensable product for healthy eating: it is an excellent alternative to high-calorie desserts, a convenient, ready-to-eat snack at any time of the day.

Greek yogurt is one of the most popular dairy treats in the West. In many Mediterranean countries, it is considered a traditional and even national product. Due to its thick creamy consistency and unique delicate flavor, it quickly won the love of consumers and worldwide fame. The secret of this globally popular product lies in the technology of its production. According to a traditional Greek recipe, the excess whey is removed from the yogurt after fermentation, which makes its consistency thicker and creamier. This allows it to replace sour cream and even mayonnaise, and thus make the dish less caloric and, most importantly, increase its usefulness.

It is important that it is the advertising campaign of yogurt that should contribute to improving the quality of trade service to customers. With the help of advertising, buyers will find the necessary product more quickly, purchase it with the greatest convenience and the least amount of time. And these are all key points when exporting Belarusian yogurt to Poland, as all this will help to better recognize the new product. And, consequently, it will be able to compete freely with Polish competitors.

In Poland, the requirements for the raw materials used are very high. Producers have to spend a lot of time searching for trusted suppliers. That is why Savushkin Product, with its proven product manufacturing technologies, can compete not only with Polish products, but also with products from other countries. In addition, "recently, most Polish production facilities have been using the tank method of yoghurt production, as the product prepared in this way, although it cannot be called completely

natural, has a longer shelf life and realization period"<sup>100</sup>.

Thus, we can conclude that, despite the high competition on the Polish market, Savushkin Product can take a worthy place among other yogurt producers. Firstly, because its yogurts differ from others by the high level of quality and the production of the product itself. Secondly, a proper advertising campaign, as well as private tastings of the company's products will make yogurts known to Polish consumers and create a positive image of the company. Thirdly, Savushkin Product is distinguished by a wide variety of yogurts, which will allow customers to choose the product they like the most: from the most classic flavors to exotic novelties of the company.

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100 Yogurt production in Poland [Electronic resource]. - 2005. - URL: <http://www.openbusiness.ru/dopl1/yogurt.htm>

## **Mykola Mykolaenko**

### **Prospects for advertising promotion of Bellact products in the United States market**

Bellakt OJSC is an economically stable, dynamically developing company. The company has firmly established itself in both domestic and foreign markets, and is currently export-oriented. The share of export in the total volume of sold products is more than 45%. Formation of partnership relations with suppliers is based on the principle of "100% compatibility", i.e. the supplied products meet the requirements by 100%.

The USA is both one of the world's leading producers and the largest consumer of dairy products, with a developed agricultural complex. The domestic consumer market is characterized by a large capacity, stable and diverse demand, and relative stability of wholesale and retail prices. Currently, the U.S. market is displacing foreign companies by domestic ones due to more advanced production technologies and well-established systems of product sales, as well as through the law providing financial assistance to farmers who produce milk and raise livestock. The U.S. dairy market is saturated. Consumers' taste preferences are influenced by global trends, although the impact of fashion is not specific to the dairy market, but corporations are strengthening their positions with advertising every year.

In order to export Bellact products to the U.S. market, it is necessary to think through marketing campaigns, create interest and increase loyalty to the Bellact brand, because the launch of a product always begins with the phase of education and creation of a strong image. Understanding the importance of advertising and marketing at the international level are priorities for all companies seeking to gain recognition of their brand in the foreign market through a strong marketing strategy, which in the long term will have a



positive impact on the development of the company as a whole.

In the 90s of the last century integrated marketing communications (IMC) began to be used more actively, which includes all the tools of marketing communications used for a coordinated impact on the target audience and serving to promote the firm's products to the consumer, i.e. product, price and place are communications, and very important. The purpose of applying IMC is to create a mutually reinforcing effect. It is manifested in the fact that the total result of the complex application of means of communication (integrated communications) is different from the simple addition of the effects of the application of each means separately. "Methods of product promotion differ from each other in terms of costs and effectiveness. Some promotional activities are used occasionally, others are used continuously. Some affect the mind of the buyer, others affect the emotions, others affect the instinct. Different variants of promotion strategy are possible, for example, aimed at luring the competitor's clientele or attracting a new market segment, stimulating additional purchases over and above the usual"<sup>101</sup>. Integration allows; to reduce the total level of promotion costs; to achieve an increase in the effectiveness of communication; to provide constant confirmation of brand value; to increase the effectiveness of the impact of each component of the communication program; to ensure the compatibility of the impact of the components of the program.

Traditionally, the marketing complex or marketing mix includes four elements - the 4 P's: product (Product); price (Price); distribution channels (Place); promotion (Promotion). If we are talking about brand promotion, developers should pay maximum attention to all communications. The

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101 Mazilkina, E.I. Conditions of successful promotion of goods: a practical manual / E.I. Mazilkina. - 2nd ed. - Moscow: Publishing and Trading Corporation "Dashkov and K", 2012.- C.. 4.

object of promotion in branding is the brand as a complex marketing system used in modern entrepreneurial activity to create additional competitive advantages in the market, where the product itself is one of the components of the marketing mix.

**Commodity.** The main feature of the dairy products market is the specificity of raw materials. Dairy products are perishable and poorly transported. This implies fast primary processing of milk and delivery to consumers. "Bellact" can supply dried milk products. Dried milk is the main product in taking a strong position in the target market, as its versatility makes it a valuable product for the production of a wide range of dairy products, including drinking milk.

To bring a brand's product line to the international level, it is necessary to standardize them to international standards. The task concerns not only the product itself, but also its packaging: shape, design, size, labeling - this makes it easier for consumers to recognize the product abroad. Many countries have their own laws regarding product labeling. Information about the product: composition - mandatory list of ingredients, use of additives and preservatives, nutritional value, name of the manufacturer, origin of the product - all this should be reflected on the package in English. By using standardized packaging, a company can save a lot of money. Let's take a closer look at the concept of promotion management. In English transcription, the term "promotion" sounds like "promotion". In the broadest sense, the word "promotion" means "to move forward". In marketing, this meaning is retained in the sense of "inducing" the buyer to take action. "Promotion management has in its arsenal a variety of means to accomplish its goals"<sup>102</sup>.

**Price + Quality.** Price is often one of the most controversial elements in marketing. It reflects not only a certain level of quality, prestige of the brand, but also directly relates to the brand positioning of the product line. Different purchasing power, differences in incomes, currencies, production and transportation costs, differences in customs duties cannot allow manufacturers to sell the same product at the same price in different countries. As a rule, marketing approaches are adjusted and the brand is partially or fully adapted to local conditions and peculiarities.

For example, the level of tariff protection of the European market is significant. The price of dairy products practically doubles when imported into European countries, but even here there are positions where a breakthrough is noted. For example, Savushkin Product has traditionally supplied dried dairy products to the European market, which are essentially raw materials. And now the company is increasing the volume of supply of finished products. Lithuania and Latvia have already fallen in love with Belarusian yogurt, cottage cheese desserts, kefir and sour cream, and this year the company plans to enter German networks. The U.S. federal government applies a number of tariff and non-tariff foreign trade regulatory measures, as well as targeted farm subsidies to support domestic producers and protect the domestic market.

The reduced customs tariff applies to shipments within certain import quotas that are established by the U.S. Department of Commerce and the International Trade Commission on an annual basis for each supplier country. Such shipments require special import licenses, which are issued annually by the U.S. Department of Agriculture. Licenses are issued only to specialized entities registered under U.S. jurisdiction and inspected by

USDA. Shipments in excess of allocated quotas are subject to an increased tariff and are made without import licenses. Import licenses are also not required for supplies of dairy products under contracts with U.S. government agencies.

"Advertising is the most expensive element of the marketing communications complex. In order for the efforts and costs of its implementation to bring the necessary result, a systematic and comprehensive approach to planning advertising campaigns is necessary. It should represent a holistic logical process consisting of the following stages: advertising research, determination of advertising objectives, decision-making on advertising appeal, selection of means of advertising distribution, development of advertising budget, evaluation of advertising effectiveness"<sup>103</sup>.

"Bellact" has the following goals and objectives: 1) increasing brand awareness; 2) image; 3) motivation to purchase; 4) counteracting the activity of competitors. Speaking about brand promotion, it is impossible not to mention the complex impact on the perception of contact audiences. The impression, and even better, the loyalty of representatives of these audiences equally affects the brand image. In our case, the target audience will be "athletes and amateurs" - the ultimate consumer of these products. It is also necessary to take into account such factors, necessarily influencing the complex of communications, as: type of market - work on the consumer market; strategy - orientation on end users (pull); stage of the life cycle of the brand - stage of implementation.

**Promotion.** The complex of marketing communications consists of four

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103 Durovich, A.P. Manager of advertising and promotion of goods / A.P. Durovich, N.I. Grishko. - Minsk: Sovremennaya shkola, 2010. - C. 41.

main means of influence: advertising, propaganda, sales promotion, personal selling. The size of the market to be conquered determines the choice of promotion methods. We promote products to the foreign market, so it is necessary to use national media (international advertising agencies). "Implementation of public relations activities by the enterprise should be based on the following principles: plannedness, comprehensiveness, efficiency, continuity, objectivity, legitimacy, initiative, flexibility and providing feedback"<sup>104</sup>. The choice of promotion methods is also influenced by the objectives of the communication campaign. For dairy products, the following objectives are set: launch of a new product; pre-sale efforts (stimulation of the trade channel links) and stimulation of the final consumer; support of sales of an existing product + promotional response to competitors' actions.

At the introduction stage, such type of influence as advertising should be used. International advertising is an effective method of promoting a brand in the international market. The purpose of advertising is to convince the target audience outside the home country in the unrivaled properties of a unique product or product line, their advantages and features. The advantages of advertising include: the ability to attract a large audience; low cost per advertising contact; a large number of different media are available and can choose the most appropriate for the target segments; the ability to control the content of the message, its design, time of release; the ability to change the message depending on the reaction of the target segment; high probability that the advertising message will reach the potential consumer; the likelihood that the buyer will come to a decision to buy before the contact. The main disadvantages are that: the advertising message is standard,

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104 Mamontov, A. A. Practical PR. How to become a good PR-manager. Version 3.0. / A.A. Mamontov. - SPb.: Peter, 2010. - C. 17.

inflexible; there is no opportunity to focus on the individual needs of the customer; the advertising message is short; some types of advertising require large investments; in some cases it is necessary to wait a long time to place the advertising message.

The means of advertising (channels of distribution of advertising messages) are chosen in such a way as to effectively reach the attention of the target audience. Moreover, the main criteria for selecting the channels of distribution of advertising messages is to ensure maximum coverage of the target audience, matching the cost of advertising placement with the advertising budget and matching the nature of the advertising message to the features of the channel.

In addition, the choice of advertising media is made in such a way as to ensure the necessary geographical coverage of consumers and the desired frequency and form of presentation. At the stage of product introduction, advertising costs will be relatively high because the end consumer is not yet sufficiently aware of the brand and its products and every effort must be made to gain acceptance.

**Sales promotion is a** marketing activity, different from advertising, propaganda and personal selling, that stimulates consumer purchases and dealer efficiency: exhibitions, demonstrations, various non-repeatable sales efforts. Sales promotion is used in cases where it is required to: increase sales in the short term; maintain customer commitment to a particular brand, firm; bring a new product to market; support other promotional tools. The most preferred tools will be merchandising and tasting.

Merchandising is a set of activities carried out in the sales area, which are aimed at promoting a particular product, brand, type or package. The optimal location of goods is the middle shelves, at eye level of buyers. As a rule,

such places are occupied by products of already known and demanded enterprises. For the products of still unknown companies, the shelves are lower, which makes it difficult to sell effectively. Tastings as the most effective way to get acquainted with a new product or manufacturer should be carried out not only where dairy products are sold, but also in other public places. Tastings give the producer an opportunity to demonstrate his product to the consumer. Through tasting, the producer can inform about the properties, features and advantages of his product. Tasting also gives the consumer an opportunity to taste test the flavor of the food products. Manufacturers have many requirements for promoters to conduct tastings. Promoters should be well aware of the advantages of the product, be able to correctly and accurately answer the question, adequately behave in conflict situations. Therefore, before the start of tastings with promoters conduct trainings. In addition, each tasting should be conducted by promoters dressed in brightly colored promotional clothing with corporate symbols.

Summarizing these reflections, we will make the following conclusions. Firstly, it is advisable to form partnership relations with suppliers according to the principle of "100% compatibility". Secondly, it is important for the company to use the total complex of application of means of communication (integrated communications), which differs from the simple and implies adding up the effects of application of each means separately. Thirdly, Bellact should set the following goals and objectives: to increase brand awareness in the U.S. market; to create a recognizable image; to develop motivation to buy; to counteract the activity of competitors. Fourthly, when promoting the product, it is necessary to take into account the following factors that necessarily affect the complex of communications: the type of market (work on the consumer market); strategy - focus on end users (pull)); stage of the life cycle of the brand (stage of implementation). Fifth, Bellactu

advertising should be expected to convince the target audience of the unrivaled properties of a unique product or product line, their advantages and features.

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## **Mykola Mykolaenko**

### **Opportunities for advertising promotion of Slodych products on the Thai market**

Open Joint Stock Company Slodych Confectionery Factory is a modern enterprise specializing in the production of flour confectionery products, which is the largest enterprise in Belarus producing cookies, sugar, puffed cookies, crackers, wafer sheets. More than 100 kinds of cookies (puffed, sugar and muffin) and more than 10 kinds of crackers are produced and sold here. The distinctive feature of these products is high quality, absence of preservatives and use of only natural ecologically clean raw materials.

The company is constantly improving and expanding the range of products, which along with high quality products has made the trademark "Slodych" favorite and recognizable not only in Belarus, but also abroad. The main goal of the manufacturer is to satisfy the consumers' demand and to increase the competitiveness of the products, therefore quality is the most important, unchangeable means of achieving the set goal. The share of flour confectionery production in the total volume of OJSC activity is 99.3%.

"The development strategy of JSC "Slodych Confectionery" is aimed at increasing production and sales volumes, expanding the range of products, increasing product recognition and improving its consumer properties, expanding the material and technical base of the enterprise and introducing modern technologies"<sup>105</sup> . Products of the factory can enjoy increased customer demand among consumers because of high stable quality and affordable price. The distinctive features of "Slodych" cookies are richness of recipe, sweetness, crispness, crunchy structure, various natural additives

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105 About Us [Electronic resource]. - 2015. - URL: <http://www.slodych.by>

containing vitamins and minerals, absence of preservatives. Only natural ingredients are used in the production of cookies, all stages of the production process, incoming raw materials and finished products undergo thorough laboratory control.

Sales promotion is a key element of marketing communications and consists of the application of a variety of, mostly short-term, inducements designed to accelerate or increase sales of particular products or services to consumers or retailers. Above all, original ideas are needed to differentiate brands to help strengthen the manufacturer's image. However, the existence of restrictions on promotional activities has led to a shift of emphasis in the promotional mix to sales promotion. While advertising makes the case for buying a product, sales promotion explains why it should be done immediately. "Sales promotion includes a wide range of means designed to elicit a faster or stronger response from the marketplace"<sup>106</sup>.

Modern equipment of leading European companies, competent use of advanced technologies and the experience of a team of highly qualified specialists allow us to constantly expand our assortment, delighting our customers with new products.

The quality of confectionery products is ensured by strict input control of raw materials, strict compliance with technology, laboratory control during production and output control of finished products. Implementation of ISO series standards leads to improvement of quality and competitiveness of manufactured products, expansion of the sales market, increase of business activity of employees and maintenance of the brand and prestige of the enterprise.

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106 Rybchenko, S.A. Methods of sales stimulation: textbook / S.A. Rybchenko, T.V. Evstigneeva. - Ulyanovsk: UIGTU, 2007. - C. 11.

As for Thailand, between 2010 and 2015, the natural sales volume of flour confectionery products increased by 15.3% from 1.40 million tons to 1.61 million tons. This figure showed an annual growth rate of 1.3-5.5%. The largest share in flour confectionery sales was traditionally occupied by sweet cookies, accounting for about 37.2% of the market turnover. During 2010-2015, retail accounted for the largest share of flour confectionery sales in Thailand. Its share in the sales mix averaged 88.2% during the period under review. In the coming years, according to BusinesStat estimates, retail sales will grow despite the crisis phenomena in the country's economy, which is due to the mass availability of the products and their relative cheapness compared to sugary confectionery.

The main trend of the crisis stage will be a decline in the share of premium products due to more active development of the middle and economy segments. As the economic situation stabilizes, the market dynamics will slow down. This is explained by the fact that as the population's income grows, demand in the confectionery segment shifts from flour products to chocolate products. Moreover, the flour confectionery market in the country is close to saturation. In 2019, retail sales will reach 1.54 million tons.

"Slodych" is currently one of the most famous brands in Belarus in the group "Confectionery. Cookies". The residents of Thailand have formed a positive perception of confectionery products of foreign production. It is with the help of these stable perceptions that products in new packaging can be positioned. In this case, the marketing service should constantly study the properties and image of competitors' products and assess the position of its goods in the market.

To the main factors of success of confectionery products consumers refer: quality, uniqueness, appearance of products and ability to sell them. The

factory's products can enjoy increased consumer demand due to high stable quality (in accordance with the requirements of the international standard ISO-9001 - 2001) and affordable price. As sources of information about the competitive situation in the market should be used not only the results of research of own marketing research departments, but also feedback from trade, distributors, data from marketing agencies. Thus, a competent marketing policy, which includes an actively conducted advertising campaign and a constantly increasing assortment of offered products, will allow the factory "Slodych" to firmly occupy the leading positions.

**Promotion.** "Advertising and stimulation are inseparable from each other, as well as the rest of the activities of the marketing communications complex. At the same time, the stimulation complex has an independent significance for the promotion of goods, as well as public relations. It can be said that public relations and sales promotion to end customers is a special subject of communication message in the system of marketing communications"<sup>107</sup>. The rapid development of sales promotion can be attributed to the increasing number of impulse purchases. Sales promotion is gaining respectability. There has been an increase in the number of advertising expenditures and a glut of advertising in the media. Shorter time horizons, the desire to dramatically increase sales through the use of sales promotion is due to increased competition and the general trend towards shorter product life cycles.

International advertising is an effective method of promoting a brand in the international market. The purpose of advertising is to convince the target audience outside the home country in the unrivaled properties of a unique

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107 Mazilkina, E.I. Managing competitiveness: a textbook / E.I. Mazilkina. - Moscow: Omega-L, 2009. - C. 64.

product or product line, their advantages and features. The aggregate of all expenses of Slodych Confectionery makes up the cost of production. "To the main features of the system of sales promotion should be attributed attractiveness, informativeness, variety of means and techniques, short-term nature of the effect. The stages of sales promotion activities include: formulation of campaign objectives, analysis of the characteristics of the product that is the subject of communication, identification of the characteristics of the target audience, selection of means and techniques of sales promotion, determination of the budget, selection and training of promoters, development of related activities in the field of other means, implementation of activities, analysis of the effectiveness of the campaign"<sup>108</sup>.

To formulate marketing objectives, developers must consider two factors: what the audience is and whether to take a proactive or reactive approach. First, depending on the type of audience, different objectives are set. Sales promotion is intended to induce consumer action, create motivation for sales personnel, and gain cooperation from trade representatives. Second, sales promotion tends to be either proactive or reactive.

Active long-term activities are designed to achieve the following objectives: to generate additional revenue or market share; to expand the target market; to achieve a positive opinion of the product; to increase product value and brand equity. Reactive interventions are a response to a negative or short-term situation. They attempt to achieve the following objectives: to cope with competition; to reduce inventory; to provide cash flow; alternatively, to provide an exit from the business.

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108 Bagiev, G.L. Marketing: textbook for universities / G.L. Bagiev, V.M. Tarasevich. - 3rd ed. - SPb.: Peter, 2007. - C. 45.

Most incentive activities are linked to limited periods of time. According to the period of validity, the activities can be divided into the following classes: short-term - from one day to one month; medium-term - from 1 to 3 months; long-term - from 3 months to 1 year; open-ended - no time limit. With regard to the evaluation of the effectiveness of sales promotion activities at the point of sale, the company should develop a policy for evaluating the effectiveness of these activities, which includes: evaluation objectives; methods for evaluating different activities; targets for sales growth, payback period; the period during which the initial evaluation takes place or the base period of time with which sales during and after the action should be compared.

The choice of the target depends on the object of the forthcoming impact (target audiences). The consumer, undoubtedly, has the greatest importance. The whole marketing policy is reduced to the impact on the consumer. A wide range of sales promotion techniques was created with the sole purpose - to attract the consumer in the most effective way and satisfy his needs. There are usually strategic, specific and one-time goals of sales promotion. Strategic objectives: to increase the number of consumers; to increase the number of goods bought by each consumer; to revitalize consumer interest in the product; to increase turnover to the indicators set out in the marketing plan; to meet the indicators of the sales plan. Specific objectives: to accelerate the sale of the most profitable product; to increase the turnover of a product; to get rid of excess inventory; to give regularity to the sale of seasonal goods; to counteract emerging competitors; to revitalize the sale of goods whose sales are stagnating. One-off goals: to benefit from annual events (Christmas, New Year's Eve); to take advantage of a special favorable opportunity (anniversary of the company, opening of a new branch); to

support the advertising campaign .<sup>109</sup>

Cost is one of the components of economic activity of the enterprise and, accordingly, one of the most important elements of this management object. Analysis, performing one of the management functions, is included in the control subsystem, and its insufficient functioning in this link leads to a decrease in the effectiveness of the cost management system as a whole. All costs of the enterprise associated with the production and sale of products are expressed in the cost price. Its indicators reflect the degree of use of material, labor and financial resources, the quality of work of individual employees and management as a whole.

Thus, the following conclusions can be drawn as a result of the conducted research. Firstly, the main advantage of the enterprise is the fact that "Slodych" constantly improves and expands the range of products. Secondly, the factory's products will enjoy increased customer demand among consumers because of the high stable quality and affordable price. Thirdly, the introduction of ISO series standards leads to improved quality and competitiveness of products, expansion of the sales market, increased business activity of employees and maintenance of the brand and prestige of the enterprise. Fourth, it is worth considering the fact that the market of flour confectionery in Thailand is close to saturation. Fifth, the marketing communications complex will consist of four main means of influence: advertising, propaganda, sales promotion, personal selling. Sixth, national media and international advertising agencies should be utilized in the promotion.

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109 Berkutova, T.A. Marketing communications: textbook / T.A. Berkutova. - Rostov n/D : Phoenix, 2008. - 254 c.

## Alexei Potapov

### Formula of advertising promotion of the products of the enterprise "Carpets of Brest" to the Indian market

Open Joint Stock Company "Carpets of Brest" is a manufacturer of carpet products in the Republic of Belarus. Brest Carpet Works started its work in 1960. Initially the enterprise specialized in the production of strip carpets. In the early 1980s it was reconstructed and production was expanded. The combine became the largest producer of two-strip jacquard carpets in Europe. "Today the enterprise specializes in the production of 5-, 6- and 8-color jacquard carpets with two- and three-cut fastening of pile tufts, with pile tuft density from 114,700 to 405,800 per 1 square meter"<sup>110</sup>.

One of the advantages of the company is that carpets, walkways and floor carpets have natural raw materials - cotton, linen and jute yarns in the root and flooring basis. The company offers a wide range of carpet shapes: ordinary - in the form of a rectangle; ovals and circles; 8-sided carpets. The quality of the product of JSC "Carpets of Brest" was recognized at the international level. The company's assets include such awards as "International Golden Star" (1993), "Golden Arch of Europe" (1995), "Golden Eagle" (1997), golden and silver "Quality Mark of the XXI century" (2000).

The Company has certified the quality system for development and production of products in accordance with the requirements of the Federal Law "On Joint Stock Companies".

international standards ISO 9000 series. This allowed the

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110 Commercial offer from JSC "Carpets of Brest" [Electronic resource]. - 2015. - URL: [http://plavsk.tulobl.ru/administration/structure/parts/comitet/komitet\\_po\\_voprosam\\_imu\\_shestvennih\\_otnosheniy/informatsiya\\_dlya\\_predprinimateley](http://plavsk.tulobl.ru/administration/structure/parts/comitet/komitet_po_voprosam_imu_shestvennih_otnosheniy/informatsiya_dlya_predprinimateley)



company to enter the markets of the Russian Federation, Poland, Ukraine, Moldova, Slovakia, Czech Republic, Bulgaria, Hungary and Romania. In 2011, Brest Carpets gained a foothold in the markets of Armenia and Kazakhstan.

The company participates in various international exhibitions. One of the recent ones is the XXXV International exhibition-fair "BelTEXlegprom. Autumn 2014" for wholesale of goods of light and textile industry, which was held in Minsk. For the last 15 years "Carpets of Brest" JSC participated in such exhibitions as "Povolzhье-2003", "Brest-Sodruzhestvo-2002", VII National Exhibition of the Republic of Belarus in the Republic of Kazakhstan (2013). In December 2009, the conference "Belarusian-Latvian Regional Cooperation" was held in Riga, where "Carpets of Brest" was also presented.

"In the period of 2009-2010, the enterprise replaced the fleet of technological equipment at the expense of state support"<sup>111</sup>. Great opportunities for the production of high-quality modern carpets and carpeting have opened up here. The production of carpets with chinyl thread, which allows to create a unique interior, began. However, in the late 2000s. the situation at the enterprise became unstable, "as a result of which "Carpets of Brest" lost the sales market, and attempts to return it through the organization of offsite trade were not successful"<sup>112</sup>. In February 2013, Leonid Shelkov became the new head of the company. The change of the manager also meant a change in the vector of the company's development. Thus, the possibilities of Brest Carpets entering new markets began to be

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111 Zhuk, E. Director of JSC "Carpets of Brest": I'm tired of watching what's going on here / E. Zhuk // [Electronic resource]. - 2013. - URL: <http://finance.tut.by/news333697.html>

112 Belasin, E. "Kovry Brest" flew to bankruptcy. This was discussed at the meeting of shareholders / E. Belasin // Brest Courier. - 2015.- February 19.

considered. One of such potential markets is the Indian market.

After a decade of economic reforms, India's economic growth remains strong, with fiscal policy aimed at reducing the deficit and curbing inflation. "GE Capital calls the country unique, PepsiCo finds it the fastest growing, and Motorola is confident it will become a global source"<sup>113</sup>. Operations within India have taken center stage in the global operations of these giants. A large market is exactly what Carpets of Brest is also targeting.

The market for carpets in India is wide and varied. However, the most popular materials from which carpets are made are wool, silk, wool and silk at the same time, viscose, merino wool, silk and polyester. "Carpets of Brest" can offer a unique product - carpets made of cotton and linen.

The financial security of the middle class is increasing in India. Moreover, "McKinsey Global Institute" predicted that in "India by 2025 the middle class will grow to 41% of the population"<sup>114</sup>. And this is the target audience of "Kovrov Brest". The company's pricing policy is designed for people with income. The cost of the Belarusian product can be lower than its Indian counterparts due to the use of cheaper natural raw materials (linen and cotton).

India's economic development is uneven. The south of the country and the coastal regions are more economically developed. Therefore, cities such as Mumbai, Ahmedabad and Bangalore have great opportunities to offer their products to the growing middle class. In addition, the coastal location of markets will also affect the method of delivery of goods - it can be sea transportation. India has a large infrastructure in the form of developed civil

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<sup>113</sup> India's Economy. India in the modern world economy [Electronic resource]. - 2011. - URL: <http://www.ereport.ru/articles/weconomy/india.htm>

<sup>114</sup> Ibid.

aviation, railroads, road network, data transmission, power generation and distribution, and one of the largest road networks in the world. This fact allows us to make long-term plans for the Indian market after Kovrov Brest gains a foothold there. In the long term, it is possible to supply goods deep into the country, to the north. For example, to Ludhiana, New Delhi, Kanpur, Jaipur.

"Indian consumers in the quality and prestige segment, depending on their place of residence, age, education and income level, differ in the way they think, desire to purchase and the way they shop for luxury items. They have considerable funds but do not throw them around. Indian consumers are demanding in terms of what they expect from their chosen high-end brand or product"<sup>115</sup> . Indians have become more open to spending after liberalization in the 1990s, despite the peculiar mentality. The younger generation no longer knows what scarcity is and has enough jobs, so they are consumption-minded and do not want to deny themselves anything. On the other hand, the older generation, which is not spoiled with luxury goods, wants to please itself.

The advertising company "Kovrov Brest" should take into account all these peculiarities of mentality, making, for example, the main character of the commercial - a young man, an office worker. Indian consumers are certainly interested in products of popular international brands, but at the same time they should have what is called "localization". Thus, carpets with simplified Indian ornaments should be presented. In addition, the Belarusian company could offer wall carpets, decorative carpets, special carpets for elephants, for example, circus carpets.

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115 Development of the luxury market in India [Electronic resource]. - 2012. - URL: <http://www.fashionunited.ru/78-fashion/3330-razvitiye-lyuksovyogo-rynka-v-indii.html>

## **Alexei Potapov**

### **Topical issues of advertising promotion of Stadler products on the Russian market**

Stadler Minsk CJSC is a joint Belarusian-Swiss enterprise for the production of electric trains. At the beginning of the project implementation, the co-founders were Belkommunmash Holding Management Company and Swiss company Stadler Rail AG (Stadler Rail Group). Initially, Stadler Rail AG had a 60% stake in the authorized capital. "Belkommunmash contributed intangible assets - production site and administrative buildings - worth 6.9 million euros to the authorized capital. Later on, Stadler Rail AG fully purchased the state share of the Belarusian side in the authorized capital of the new company.

The history of the project begins in January 2012, when the joint venture JSC Electric Transport was registered in Belarus, which was renamed Stadler Minsk in November 2013. The project is implemented by means of step-by-step construction and commissioning of the plant and engineering and transport infrastructure facilities during 2012-2016. On October 4, 2012, the construction of the plant for joint production of railway and urban passenger electric transport in the town of Fanipol was ceremonially launched. And on November 20, 2014 the President of the Republic of Belarus Alexander Lukashenko and the head of StadlerRail AG Peter Spuhler officially opened the Stadler Minsk plant.

The enterprise "Stadler Minsk" will occupy an area of almost 190 thousand square meters, including 25 thousand square meters - production areas in Fanipol. Production capacity: at the first stage - 18 trains of Flirt and Kiss type, at the next stages - up to 30 trains, about 100 streetcars, 5-7 metro

trains<sup>116</sup> . At the moment, the company has become quite recognizable thanks to FLIRT electric trains, which are already running on urban and regional business-class lines of the Belarusian Railways.

Already in 2011-2012, 10 electric trains were delivered and operated on the lines of Belarusian Railways, and now the supply volumes are steadily increasing, and the first own start-up complex for train assembly in Belarus began its work at the end of 2014. In spring 2016, Stadler FLIRT electric trains will run on the new express routes "Interregional Business Class Lines" Minsk - Gomel and Minsk - Brest (non-stop). Meanwhile, regional trains of this class are already operated by operators in Algeria, Czech Republic, Estonia, Finland, Germany, Hungary, Italy, Norway, Poland, Finland and the Czech Republic.

The joint project of Switzerland and Belarus to produce new generation electric trains will not only be a new word in the modernization of national railroads, but may also bring the country to a new economic level by including Belarus in the list of countries exporting modern passenger railway equipment or at least intermediary countries in this sphere.

One of the most familiar and suitable markets for Belarus - the Russian market - may become the first export-import platform for cooperation between the two countries in the field of passenger rail transportation. Russian operator Russian Railways has been considering the possibility of using Stadler double-decker trains for suburban rail transportation. The company requested technical data from the Swiss manufacturer to study the feasibility of using double-decker trains for suburban transportation. According to the Swiss, the delivery price will depend on the train

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116 CJSC "Stadler Minsk" [Electronic resource]. - 2015. - URL: <http://fanipol.net/business/business.php?id=17>

configuration and the order volume, and if the contract is signed, the trains will be manufactured in the Belarusian Fanipol.

By the way, Stadler already supplies electric passenger trains to Russia: in May 2013, the Swiss manufacturer won a contract from Aeroexpress LLC to supply 25 double-decker KISS model trains. The contract for the production of 118 cars is worth €685 million, including options, VAT and customs duties. Under the contract, Stadler will supply the Russian carrier with the first four Swiss-built trains, while the remaining batch - 21 trains - will be assembled at Stadler's plant in the Republic of Belarus.

The direct competitor of the Belarusian-Swiss project in Russia is the German car-building company Siemens, which supplies the country with the well-known Sapsans for Russian high-speed lines. The main advantage of Stadler in comparison with Siemens is that after the completion of the construction of the company's Belarusian plant in Fanipol and putting the facilities on stream, Stadler will be able to provide the opportunity to produce trains in a short period of time and supply at prices lower than imports from Europe (including due to the open border between Russia and Belarus). At the same time, the quality of both locomotives and rolling stock remains quite "European".

As for domestic competitors in Russia itself, they are represented by about 20 plants and workshops for the production of cars and locomotives, but they are "sharpened" for the production of low-speed "classic" types of railway transportation, not designed for the presence of high-tech equipment in the products. For this reason, they are not competitive in this market segment, which, in principle, explains the need for Russian transportation companies to order high-speed trains in Europe.

The next item in Stadler's production activities in Belarus, as a consequence

of cooperation with Russia, will be subway trains. For reference, the main supplier of subway trains for Belarus is Mytishchi-based Metrowagonmash, from which the Belarusian side buys classic old-style subway cars, which are plentiful in Moscow, Kiev, and any other subway in the post-Soviet space. The opening of the new Swiss carriage building company in Fanipol is expected to give a new impetus to the development of Minsk subway: "Stadler" will produce a fundamentally new train for the capital's subway. At least, this was announced by the head of the transport department R. Yurenja in March 2015: "Now the design documentation of new trains for the 3rd subway line is being developed at JSC "Stadler Minsk". Before the first section of the line opens, the prototype will be tested on the existing subway. I think it will happen in 2016. These trains will differ from the current ones in most parameters and characteristics. The body is made of aluminum, a fundamentally new bogie on air suspension, improved brakes, electronic drive using AC motors. Smoother acceleration and braking. The cars will be equipped with video surveillance cameras, air conditioners, equipped with informers, monitors, noise-absorbing double-glazed windows. Another interesting feature is a through passage from the first to the last carriage. And the service life for which they will be designed is not 30, but 40 years"<sup>117</sup>. Similar train models are used in the Berlin subway.

Due to the fact that the sale of railroad transport is a rather specific sphere designed for specific specialized customers, it is advisable to advertise the equipment not on television or through banners, but at press conferences and presentations with the involvement of international specialists. The optimal method of wagon delivery is railroad transportation.

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117 Stadler will produce rolling stock for Minsk subway [Electronic resource]. - 2015. - URL: <http://www.minsk-metro.net/blog/archives/6642>

So, having analyzed the peculiarities of the import market for new generation passenger trains and metro trains, it should be noted that this is quite a promising area that allows to advance the state economy and get acquainted with foreign technologies in order to start producing our own equipment. First of all, it makes sense to work out the production of double-deck passenger cars, which are becoming in demand in Russia: such "firm trains "Moscow-Adler" and "Moscow-Kazan" were launched this year"<sup>118</sup> . The demand for such technical solutions will grow in the market of our neighboring country, and Stadler is well positioned to meet it.

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<sup>118</sup> RZD will put a double-decker train on the Moscow-Kazan line [Electronic resource]. - 2015. - URL: <http://www.minsk-metro.net/blog/archives/6642>



**Maria Ryabova**

## **Features of advertising promotion of Brest Meat Processing Plant products to the Latvian market**

Brest Meat Processing Plant OJSC has been operating in the meat market for over 70 years and specializes in the production and sale of sausage products, meat delicacies and semi-finished products. Latvia is one of the countries in Northern Europe. Officially called the Republic of Latvia, the country is a unitary state, the economic orientation of which is focused on logistics, banking, tourism and food industry. It is because of the last point that it is profitable to supply here meat from the Republic of Belarus, which is not inferior in quality to Russian meat, which, in turn, due to strained relations between Latvia and Russia cannot be supplied to this country.

According to the Latvian Advertising Association, this industry is currently developing very well in Latvia: compared to 2007, the volume of advertising increased dramatically in 2015. Internet advertising showed the highest results (+44%). In second place was the use of advertising in movies (+29%). The third place was taken by street advertising (+15%). "Unfortunately, we do not have the tools to calculate the situation in the advertising market more often than twice a year. An increase of 3% when inflation exceeded 15% is not a good result. We were unable to forecast it and now we intend to look for an opportunity to assess the situation more often so that it can be controlled"<sup>119</sup>. This opinion was expressed by advertising association spokesman Baib Liepinh in 2007. But the most famous advertising specialist in Latvia - the director of the advertising agency MOOZ, Erik Stendzienieks - believes that as a result of the fall in

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119 Outdoor advertising market in Latvia in details [Electronic resource]. - 2007. - URL: [http://www.region-media.ru/research\\_lat.php](http://www.region-media.ru/research_lat.php)

advertising volumes, the media urgently need to adapt to the new conditions.

The advertising market, which experienced a crushing 42% drop in the first half of 2015, is now starting to recover. By changing the style of promotion, approach to clients and optimizing costs, the industry can return to growth very soon. During the credit and consumption boom, newspaper pages, television airwaves, radio and city streets were overflowing with advertisements for all sorts of goods and services. Often, entrepreneurs paid money for promotion without thinking deeply about what this investment would bring. With the advent of the rainy days, marketing budgets were cut first and drastically. Advertising experts are analyzing the current state and prospects of the industry. "If the country is doing well, the advertising industry is doing brilliantly; if it's doing badly, we're doing worse than anyone else," said Stuart Nicholson, an expert at international advertising agency Zenith Optimedia, when the crisis was just beginning."<sup>120</sup> .

One of the main new features of the industry that the current situation has had to adapt to has been concentration. This means that the largest advertisers are concentrating their attention and budgets around the largest media outlets. On the one hand, this is good for the latter - they have the opportunity to develop and grow, but on the other hand, the smaller ones, which appeared in large numbers during the "fat years", are finding it much more difficult to fight for survival.

Promotion in the new, narrow audience-oriented media has declined sharply, while advertising on traditional platforms is trying to be presented in a creative way. In addition, we can see that companies are no longer trying to persuade "niche audiences" to buy their product: in this situation, it is too

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120 Transit advertising of Latvia [Electronic resource]. - 2015. - URL: <http://www.advlab.ru/articles/article513.htm>

costly. The amount of image advertising is also decreasing. The style of advertising has also changed: it has become more personalized. If companies used to appeal to the audience as a whole, now they are fighting more for their regular customers, so that they do not go to their competitors, tempted by a more favorable price.

But at the same time, experts note that even in a difficult situation, it is possible to find some pluses. There is no mention of the emotional point of view - if you are guided by it, you will not see anything good. When there is a creative crisis, it is always more difficult to create something worthwhile. Almost everywhere, you have to cut back on spending. But at the same time, companies that do business in a particularly smart way can even improve their performance: for example, if there were 10 large companies in the industry, one of them, which has optimized the best, can get clients of its competitors and finish the year with excellent results.

The recovery of the advertising market is a very popular topic at the moment. In particular, there are two theories: according to the first, the industry reacts to changes in the economy before the rest. The second theory implies that entrepreneurs start expanding their promotion budgets when the situation has already stabilized noticeably. "Latvia is in a unique position and we have never experienced such a huge decline of 40% in our history, so both scenarios are possible"<sup>121</sup>.

The main indicator of renewed growth will be some movement on the financial markets: when lending is stopped, there is nowhere to get money for marketing. As soon as funds become available, they will be immediately used, including for advertising. Advantages of work: products are made to

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121 Features of local e-advertising [Electronic resource]. - 2015. - URL: <http://www.lbpt.lv/novosti/20954.html>

order and shipped immediately after production, which allows the client to get the freshest goods. Strict sanitary norms established at the plant guarantee high quality and environmental safety of products. Organizational issues are solved quickly and promptly, documents are executed in the shortest possible time. The plant has the opportunity to deliver products by its own transport, which will bring additional savings to customers. New customers are assisted in forming the assortment of the best-selling items for successful cooperation with the plant. It is possible to pack products in vacuum and in modified gas environment, which increases the terms of realization. Cooperating with the plant, customers receive advertising support from the plant, namely - the design of the point of sale - banners, banners, wobblers.

Brest Meat Processing Plant OJSC has implemented a quality management system, which is aimed at continuous improvement through a systematic approach to the management of processes, personnel, and customer orientation. The main task for the company is to ensure the quality and safety of its products. The system of risk analysis and critical points control is recognized worldwide as the optimal and most effective form of quality and food safety control. Mandatory fulfillment of HACCP system requirements by food industry enterprises is legally established in most countries of the European Union, as well as adopted in a number of countries by local legislation. Since 2006 and JSC "Brest Meat Processing Plant" works according to the principles of HACCP system, which is confirmed by the certificate for the system of quality and food safety management based on risk analysis and critical control points in accordance with the requirements of the national standard STB 1470.

The main idea of the HACCP system is to break down the production

process into blocks and establish control at intermediate stages of product manufacturing. Thus, after each subsequent stage, the risk of receiving a low-quality product at the "output" is reduced. And at the final point of the technological process such a danger is practically equal to zero. Thus, the HACCP system is a kind of self-control instruction, which the enterprise develops and then fulfills.

In 2012 Brest Meat Processing Plant OJSC certified its food safety management system for the production and storage of pork, beef, horse meat and edible by-products in accordance with the requirements of STB ISO 22000-2006. This system takes into account the fact that food hazards can occur at any stage of the food chain, and the food chain includes a large number of organizations from producers of feed and primary raw materials to retail stores and catering enterprises. This makes interactive information exchange particularly important to ensure that all relevant food hazards are identified and adequately controlled at each stage of the food chain.

<sup>122</sup>The safety management system combines the following generally accepted basic elements necessary to ensure food safety throughout the food chain up to consumption: "1) interactive information exchange, including a traceability system (a data system that traces a product from the raw material supplier to the final consumer) and a procedure for recalling unsafe products from the consumer; 2) a management system; 3) preconditioning programs (PPPs) - these are the basic conditions or activities necessary to maintain hygienic quality of food products. This level of quality allows Brest Meat Processing Plant's products to compete with meat products from other countries. And if we take into account that the government of Belarus is

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<sup>122</sup> Quality System [Electronic resource] . 2014. -  
URL:  
<http://www.brestmeat.by/company/quality/>

determined to promote the establishment of relations with Latvia, Brest products will be accepted in this country, unlike Russian meat. Therefore, this product may find a steady demand in the Latvian market.

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**Yuri Snitsky**

## **Strategy of advertising promotion of glass products "Neman" to the German market**

Many Belarusian businessmen who have had experience of doing business in Russia or Ukraine and, naturally, have done advertising, may be surprised at some of the peculiarities and unspoken rules of advertising in Germany. So the initial goal of this project is to dissuade the readers, making them believe that everything is possible! For this purpose the advertisement of glass of factory "Neman" to the German market will be used.

Let's first look at the main aspects of advertising in Germany<sup>123</sup>. In this country is not so strongly developed large-format outdoor advertising. If in large Russian cities various billboards and banners overshadowed almost the entire visible horizon of the driver and pedestrian, in large German cities streets are virtually free of billboards, city-lights, stretching across the roadway. Of all means of outdoor graphic advertising is very popular, strange as it may seem, billboards, on which entrepreneurs willingly place their advertising posters, flyers, ads or pay for the sticker to other people, most often young people. Advertising videos are more popular in Germany, but the state media policy rather strictly controls the amount and content of information on large channels, considered state-owned, by placing it in separate advertising blocks during TV broadcasting. Private channels are more free in the choice and volume of advertising blocks. Much attention is paid by advertisers to various printed products - booklets, flyers, brochures, leaflets, which they entrust to their couriers to deliver to mailboxes of

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123 How is advertising done in Germany? [Electronic resource]. - 2015. - URL: <http://www.cleverinvest.net/news/61-kak-delaetsya-reklama-v-germanii-osobennosti-natsionalnogo-marketinga>

potential clients.

Public places and the street are not considered the most suitable places for commercial information in Germany. Advertising on city billboards is quite expensive, and the time of placement of information is strictly limited: as a rule, the images on billboards change literally in a day or two. Network marketing - a method of direct sales, when a representative of a company personally seeks out clients and offers goods without intermediaries - is quite well developed in Germany.

"It should also be noted that German businessmen respect the personal data of their clientele and the personal space of citizens. In Germany, you can often see a special sticker on mailboxes, "Not for advertising", designed to rid the owner of a house or apartment of unnecessary correspondence. Depending on the area of the country and the economic infrastructure, this requirement is respected to a greater or lesser extent, but in general, the owners of such a sticker are indeed spam-free. <sup>124</sup>

The history of the Belarusian factory "Neman" begins with a small glass and glassware production facility opened by the landowner Zenon Lensky on a forest dacha near the village of Berezovka in Lida uyezd, Vilna province in 1883. In the 1890s, engineer Wilhelm Krajewski and glass decorator Julius Stolle became tenants and then owners of Lenski's factory. Soon a glass company was organized in Berezovka, which quickly became famous on the world market under the name of Neman Crystal Factory. At the beginning of the XX century Julius Stolle became the sole owner of the company, which gradually turned into a developed advanced production. The second half of the 1920s - 1930s was a time of prosperity of the company. The

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124 Sergeev, A. Germany and advertising / A. Sergeev // [Electronic resource]. - 2015. - URL: <http://ppt-online.org/14368>



factory's products were widely distributed in Europe, they are known in France, Austria, Hungary. Later the glass of Stolle's firm was sent to the USA and Canada. Specialists from the Czech Republic, Germany, Poland and Belgium cooperated with Neman. Factory Stolle produced 10 thousand models of assorted dishes made of colorless and colored glass with different types of decor. Serial production of pressed glassware brought great fame to the factory. At the exhibition you can see preserved samples of Neman pressed glass of the first third of the XX century. In 1939, after the reunification of Western and Eastern Belarus, the Stolle factory was nationalized and partially destroyed during World War II.

Since 1944 a new history of the enterprise begins. After the restoration, the plant became one of the three largest glass factories in the Soviet Union. In the first post-war decade, the Neman glassworks produced products according to the surviving old pre-war forms and samples. At the end of the 1950s, artists come to the enterprise, and a gradual renewal of the forms and character of the products begins. The glassworks is involved in the orbit of the new artistic life. "Neman" glass is recognized at the World Exhibition "Expo-1958" in Brussels. The toiletry device "Amethyst" by the artist Galina Isaevich was awarded a bronze medal.

Most of the products manufactured at the enterprise are so-called "handmade", i.e. handmade by master glassmakers and glassblowers. Today the company produces crystal, colored and colorless glass products. The plant still maintains the traditions of glass workshops of the past centuries. The products of the plant are in demand both in Belarus and abroad - in Russia, Europe, the United States of America. "The glassworks is a town-forming enterprise, which is reflected in the coat of arms of the town: glassblowing crossed tubes and a crystal goblet. All city sights of Berezovka

and even city churches are connected with glass production; a two-storey building of the factory office (1925) has been preserved, a glass museum has been opened at the factory, where one can admire transparent crystal and milky-smoky glass with "Nemanskaya thread" (a trademark of the enterprise)"<sup>125</sup>.

The products of the factory are a special style. Harmony of beauty and grace, combination of modern design and classical forms make the products popular, recognizable and stylish. "The products of the plant are popular all over the world. Exports to Russia, Germany, Holland, Belgium, Bulgaria, Greece, Italy, France, USA, Canada, Kazakhstan, Baltic and other countries of near and far abroad"<sup>126</sup>. Neman Glassworks, the oldest national brand with a rich artistic history and technological traditions, continues its purposeful activities to develop its own distribution network.

A new - 27th - company store of the enterprise was opened in Minsk, 28, Vaneyeva Street. Special directional light, masterful, tasteful window decoration, spectacular compositions in the center of the sales area - everything is designed to show and emphasize the beauty, elegance and unique recognizable design of Neman's products. This is not just another retail outlet, it is a great opportunity for consumers and decorators to get in touch with the beautiful, to see many inspiring ideas at the same time, to find something special, consonant with the interior or mood. Sales consultants will tell about modern trends in the field of art glass and how Neman masters refract them in their works.

The complexity and intellectual content of this task is not just to follow mass fashion, but to actively manage the development of consumer motivation.

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125 Dzugaev, V. Plant "Neman" / V. Dzugaev // Minsk. - 1989. - C. 140.

126 About the plant [Electronic resource]. - 2015. - URL: <http://www.neman.by/glass/>

And this is already the highest skill in the application of marketing tools. Thus, the concepts of creating products on the basis of in-depth psychophysiological research and analysis of their organoleptic characteristics are becoming increasingly relevant. These concepts are not only quite applicable to art glass and crystal products, but are particularly effective for their further promotion. Storefronts: today, promising, from the point of view of marketers, products play on people's taste perceptions, increase their social status and reflect aesthetic preferences, take into account national and even religious peculiarities characteristic of regional markets. It is important for the consumer to like and feel the product offered to him, to be on the same wavelength with it. But we are all different, and therefore the offer (marketers understand this well) should be very broad and diverse.

The refined simplicity of transparent glass in clean, laconic forms is for modern minimalist interiors, as transparent, filled with air and light. Colored glass - intricate shapes, unique techniques, original details - status, brightness, originality. Any of these things can "make" an interior, become its stylistic and compositional center, set or support coloristics.

Interior vases, sculptures - a whole collection of works in the "hand-made" segment, where individual solutions are valued rather than mass-produced technologies. Crystal is experiencing a real renaissance today. Sparkling with all its facets in products from classic collections, or modern, decorated very simply, but just as bright and festive, mesmerizing with a special nemansky ringing. Today crystal is no longer stored behind the glass of sideboards, but is increasingly used in everyday life, turning everyday life into a real holiday. In the new company store is presented almost the entire range of the company: a choice for every taste and every budget. However,

if you can't find the only thing you need, you can order it individually according to your own design project, be it tableware, interior items, souvenirs. This is another peculiar step towards the consumer.

And although today the general configuration of sales of Neman glassworks is still far from being finalized, one of the most important ideas has already been realized: large and small customers are offered a constant choice of 2-3 thousand items and 8-10 thousand promising developments. Such a solid assortment allows to react flexibly and timely to changes in the market, which is absolutely unavailable for the majority of importers. The latter, having established supplies of inexpensive, most often low-grade, tableware from Southeast Asia, for a while occupied many of the traditional sales niches for Neman. Today, however, consumer motivation is slowly but surely changing in favor of high-quality products. Under the sign of growing interest in premium products, unique handmade author's products are being successfully sold through the company's network. "These exclusive samples, after a long dumping race arranged by importers, simply have no competitors on the domestic market"<sup>127</sup>.

Having studied and taken into account all the above mentioned, the representatives of the company of the glassworks "Neman" see the promotion to the German market not only as a goal, but also as a good benchmark for success. Here it is necessary to advertise, first of all, double-glazed windows, and then, in case of success, to pass and to a wider assortment, having staked on outdoor advertising. In this case, it is important to place it in places of large crowds of people. In the subway, near large shopping centers. Among the advantages of this type of advertising, perhaps,

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127 Viktov, A. Neman: glass, consonant with modernity / A. Viktov // [Electronic resource]. - 2014. - URL: <http://www.cnb.by/servisy/novosti/neman-steklo-sozvuchnoe-sovremennosti.html>

should be emphasized "wide coverage of the audience, frequency and flexibility in the placement of posters, relatively low cost per contact, long-term impact on the audience, a large number of advertising contacts, a clear indication of the geographical boundaries of the impact of advertising"<sup>128</sup> .

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128 Features of outdoor advertising [Electronic resource]. - 2015. - URL: <http://www.grandars.ru/student/marketing/naruzhnaya-reklama.html>

**Yuri Snitsky**

## **Specifics of advertising promotion of "Lida flour" to the Japanese market**

Lidakhleboproduct, the leading producer of flour No. 1 in Belarus, produced only three grades of flour a few years ago: the highest, the first and the second. But today its assortment includes 17 grades and 17 brands of high-quality products! It turns out that this is one of the popular Belarusian products that are in demand in the world. This means that there is a prospect to promote the popular Belarusian goods to the most exotic markets. For example, Japanese. But first let's get acquainted with the production of Lida flour.

"On the basis of the Lidsk mill in 1980 the construction of a new modern enterprise - the bread products combine was started"<sup>129</sup>. In December 1996, the bread products combine was transformed into JSC

"Lidakhleboprodukt". A characteristic feature of the first stage of the enterprise development was the command and control administrative system, when the flour market did not exist as such, and the activities of the combine were aimed at satisfying the needs of bakery - bakeries, cooperative industry and public catering. The realization of production was carried out according to the approved, strictly fulfilled schedules and the question of increase and stimulation of sales did not arise. But already at that moment the quality of products could not be unnoticed, and as a result - the products of the enterprise were recognized by the consumer.

The second stage, which lasted from the 1990s to 2003, was a turning point in the life of both Belarus and the enterprise. Many positions with regard to

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129 Grigoryanov, V. We are better / V. Grigoryanov // [Electronic resource]. - 2014. - URL: [www.muka.by.o-nas/nasha-istorija/](http://www.muka.by.o-nas/nasha-istorija/)

the whole policy of economic management were reconsidered. The market developed spontaneously, no stable development program was elaborated. The majority of consumers of products remained the same, but with the gradual withdrawal from distribution and imposition according to the orders, they had the opportunity to choose a producer according to the "price-quality" ratio, so there was a need to retain and attract customers. Among manufacturers began to emerge relations of competitive struggle. In these conditions, the management of the enterprise continued to bet on the quality of products, improving production, introducing modern equipment, purchasing high quality raw materials. A stable platform for further growth and development of the enterprise was laid.

January-February 2004 can be called the beginning of the third stage. By this time, the products of JSC "Lidakhleboproduct" have already become a brand, clearly formed in the minds of consumers, having an undeniable advantage over competitors, surpassing them in the ratio of price and quality. Today the company holds the position of the producer of the highest quality flour in the Republic of Belarus. This is evidenced by repeated awards received for the period from 2004 to 2011.

The organization JSC "Lidakhleboproduct" is located "in the northern industrial zone of Lida and occupies an area of 25 hectares"<sup>130</sup>. The company includes an elevator for grain storage with a capacity of 113.2 thousand tons; The elevator with a working building and four silos is designed for receiving, storing and releasing grain. The equipment of the elevator provides for the reception of grain from rail and road transport, drying, cleaning, storage, transfer of grain to production and release of grain.

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130 Aizikovich, L. Technology of flour production / L. Aizikovich, B. Khortsev. - Minsk, 1968. - C. 14.

Depending on the design features, silos are intended for storage of grain of new harvest, wheat for flour production, raw materials for production of mixed fodder products.

Much attention is paid here to renewal and modernization of production equipment, contributing to improvement of qualitative and quantitative characteristics of grain storage. Technical re-equipment of the dryer furnace was carried out. A modern control cabinet of the grain drying complex complete with a gas burner model BST-G-3,5 was installed, which allowed to fully automate the process of grain drying and minimize the consumption of natural gas.

Now - about advertising. "Japanese creativity is radically different from everything else, advertising made in this country is instantly recognizable. Centuries-old traditions could not bypass the creative industry. At the center of Japanese advertising is the image. It is filled with deep meaning, philosophy"<sup>131</sup>. At the same time, quite often Japanese advertising is nothing short of complete madness. It is not enough to say: it is difficult for a Westerner to understand it. There are reasons to believe that Japanese-made videos are extremely dangerous for mental health. But one way or another, Japan's share of the global advertising market is huge. It is from this country comes advertising agencies Dentsu, Hakuhodo and Asatsu, which are among the ten largest in the world. You can think of the top seven of Japanese advertising.

**Seventh place: Mentos commercial.** The well-known mint candy in Japan has found a new modification in the form of taffy. Two office workers started a competition: who could mold it with their tongue into the most

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131 Andrianova, M. Features of advertising / M. Andrianova. - "Postum". - Moscow, 2005. - C. 50.



amazing object possible.

**Sixth place: Halls commercial.** Also quite famous series of mints of different strength of flavor strength. This time the Asian creative exceeded all the most daring expectations.

**Fifth place: Lotte Fit's commercial.** Lotte Fit's chewing gum received a peculiar advertisement with a rather strange musical accompaniment and an even stranger idea.

**Fourth place: a commercial for cookies with milk filling.** I don't know what the advertising agency was guided by when creating such a commercial, but in my childhood, if I had seen such a thing, I would have been pumped out of deep cognitive dissonance for a long time.

**Third place: cockroach spray ad.** They say the Japanese are crazy. But this specimen of their pop music has outdone them all. He's doing traditional national singing in a new style. Throughout the video, he sings about how good the spray is and demonstrates its powerful effects on plastic cockroach fakes. And the most amazing thing is that this is not an imposter, but really a pop star with twenty years of experience, popular in Japan!

**Second place: advertisement of tea for hypertension.** The commercial brings the "symptoms" of the disease to absurdity, but warns that hypertension still needs treatment.

**First place: a soda commercial.** This sample of creative thought, polished to a shine, at all kills the wording of the text. Yee-eye! Soda - khlyas, lemon - chpok, pusch-pusch-pusch!

Advertising and marketing in Japan is literally permeated with the spirit of this amazing country. Due to the specificity of the ideographic font, visualization prevails in advertising, i.e. thinking at the level of symbols is

successfully implemented in the creation of advertising images. If we compare the sales orientation of advertising projects in different countries, Japan is likely to take one of the last places. When creating advertising Japanese people actively use natural landscapes and photos of beautiful places. All elements of one advertising project are combined into a common picture with deep meaning and often philosophical overtones. Even complex Internet marketing is based on these rules. "In Japanese advertising you will almost never hear about huge discounts, about high quality of goods, but everything is done in such a way that the meaning of the offer becomes clear even without the use of similar techniques typical for other countries (especially the USA)"<sup>132</sup>.

An example is an advertisement for a television channel that broadcasts feature films. A young man meets a very beautiful girl in a restaurant, and at the same time another man is waiting for her on a large bridge located in the very center of a large city. The man in the restaurant presents the girl with a watch as a gift. The girl takes the gift with a smile, looks carefully at the watch and promptly leaves the restaurant. She runs as hard as she can through the city and gets close to the bridge. A young man standing there notices her and runs towards her, but the girl pushes him away and rushes on. She reaches her apartment and immediately turns on the television, which is broadcasting the central channel of feature films. "A distinctive feature of advertising is that great attention is paid to even the smallest details"<sup>133</sup>.

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132 Malinov, S. Top-7 of the craziest Japanese advertising. / S. Malinov // [Electronic resource]. - 2015. - URL: <http://prmaster.su/tv/top-7-samov-bezumnov-vaponskov-reklamv217.html>

133 Salad, Sh. Features of national advertising in different countries of the world. / Sh. Salad // [Electronic resource]. - 2015. - URL: <http://bizhint.net/biznes/resheniva-dlva-businessa/reklama/osobennosti-naczionalnoj-reklamyi-v-raznyix-stranax.html>

With the help of a public exhibition, the brand "Lida flour" could convince local residents that not only rice, popular in Japan, but also other similar natural products can be eaten. Firstly, a variety of baked goods could be presented. Secondly, hot dishes. If everything will be close to popular Japanese dishes, the locals will be able to experience a different flavor in a familiar wrapper. It is thought that the distribution of European products in the Asian market is an interesting marketing move that can and should play. For this purpose, it is necessary to create a commercial, taking into account the specifics of creating Japanese advertising.

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**Elizabeth Filonenko**

## **The system of advertising promotion of Syabry alcoholic beverages to the UK market**

The Republic of Belarus is an active exporter. Belarusian exports are represented by a wide range of products, including alcoholic beverages. Belarus maintains trade relations with more than 180 countries, with Russia being the main exporter. Among Western European countries, Belarus has the most actively developing relations with the UK and the Netherlands. The UK market is a prestigious platform for doing business, which is very profitable for Belarusian producers and exporters. However, it is necessary to take into account both the specifics of the UK market and the peculiarities of domestic products.

Syabry vodkas and tinctures are produced at the in-house production facility of the Yubileiny Winery, which is located in close proximity to Gomel. "Syabry" - vodkas and tinctures created especially for friends. This is an affordable product that will perfectly complement a festive feast in the company of people close in spirit and has a pronounced "Slavic" accent, aimed at the markets of the post-Soviet countries.

The symbol of the Syabry brand is the "Slavic" trinity. These are friends in whom everyone can see themselves. A meeting with true friends is always a reason to have fun and relax in the company of close people. The ideology of the brand is based on "Slavic" friendship. On the whole territory of the former Soviet Union "Syabras" were called Belarusians, whose mentality has always been characterized by friendliness, hospitality and kindness. It was friendship that became the core for the formation and development of the trademark.

"Only natural ingredients are used in the production of Syabry vodkas and tinctures. Water undergoes multi-stage fine purification to obtain a special softness. Grain alcohols of "Lux" class meet high requirements and quality standards"<sup>134</sup>. TM "Syabry" products have been recognized at prestigious international competitions. Thus, vodka "Syabry. Pure" has been awarded the gold medal of the "Prodexpo" contest in Moscow three times (2013, 2014, 2015) and received the highest recognition of independent experts. And this is not the only award. In 2015 vodka "Syabry. On birch buds" received a gold medal "Prodexpo", and bitter tincture "Syabry. Homemade with horseradish" was recognized with a silver award. TM "Syabry" products were also recognized at the international contest "Golden Gryphon".

TM "Syabry" products have a certificate of compliance with the requirements of technical regulations STB. The achieved success is the result of the company's tireless work on recipes, strict selection of raw materials, quality control at all stages of production. "Our main difference from competitors engaged, for example, in wine production, is that the company prefers to work with already well-established European brands (TM "Domkellerstolz"). That is, we produce branded products on franchising terms. And at the same time we have mastered the production of our own products, which have already declared themselves as promising brands"<sup>135</sup>.

Belvingroup COOO, which owns the Syabry brand, has extensive experience in exporting its products. The company supplies it to such

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134 Our mission [Electronic resource]. - 2015. - URL <http://vodka-syabry.by/mission/>

135 Filonenko, E. About feats, about valor, about glory... and about "Syabras" / E. Filonenko // [Electronic resource]. - 2014. - URL <http://www.produkt.by/Journal/item/2954>

countries as Germany, Russia, Venezuela, Lithuania, Israel, Latvia, Georgia and Armenia. Until September 2015, alcohol advertising in the press was banned in the UK. Only alcohol advertising on billboards and wall advertising in the subway and on the street was allowed. Showing commercials was possible only at a variety of presentations and competitions. Today this requirement has been abolished, so vodka advertising is possible in all British media. It is advisable to focus on television advertising, the Internet and print media, as these are the most popular media in the UK. Also, there was no licensing of exporters in this country and this made the market spontaneous. But in September 2015, the British authorities introduced a law on licensing of exporters with very strict requirements, which greatly reduced the number of companies supplying their products to the UK.

The selling price at which Belvingroup is ready to export its products is 72 euro cents per bottle. One batch - 20,000 bottles. Delivery of such a batch - 2250 euro cents, for one bottle - 11 euro cents. Brokerage will be 400 euro cents per batch, that is, 2 cents per bottle. It follows that on entering the excise warehouse, the cost per bottle would be 85 euro cents, which is £0.52. "In the UK, customs duties and charges on imported goods are levied when they cross the customs territory of the United Kingdom. Organizations that regularly import goods are allowed a deferral of up to 30 days. In addition to customs duties, certain imported goods (such as alcohol, tobacco, oil, petroleum products, vehicles) are subject to excise duty"<sup>136</sup>.

Excise duties are secondary taxes on non-essential goods (Excise Duties). Excise duties on individual goods vary considerably in size. Excise duty on

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136 Practical market access procedures [Electronic resource]. - 2015. - URL: [http://www.ved.gov.ru/exportcountries/gb/gb\\_market/gb\\_pract\\_pract\\_access/](http://www.ved.gov.ru/exportcountries/gb/gb_market/gb_pract_pract_access/)

alcohol in the UK is £3.92. Therefore, one bottle costs £4.44 + approximately 30% = £5.77. This is the cost of the product as it leaves the excise warehouse. Note that the excise depot charges 20% of the cost of goods for its services. Therefore, when leaving the excise warehouse, the cost per bottle will be 6.93 pounds. In the UK there is free pricing, so each store sets its own markup. It is usually 50% or more. At a markup of 50%, the cost of one bottle of vodka "Syabry" is approximately 10 pounds, which refers this vodka to the analogues of the average cost. Consequently, it will be oriented to the middle class.

The UK is a country associated with drinks such as whisky or beer. Indeed, the indigenous population here does not drink much vodka, and there is no own production of vodka. But recently it is noted that vodka is gradually gaining popularity and begins to displace other drinks. All vodka on supermarket shelves is imported. The most popular types are: Absolute - Switzerland, approximate price £16; Blackwoods - Scotland, £15; Reyka and Taboo - products of the independent Scottish company William Grant & Sons Ltd, maker of Grant's, one of the UK's most popular whiskies, approximate price £18; Greygoose - France, approximate price £18. The cheapest vodka costs about £5, producer Poland. From this list we can see that Syabry vodka appears to be in the middle price category.

The category of consumers of Belarusian vodka should also be singled out. At the moment, the UK is home to a considerable number of migrants, mainly Indians. In 2010, more than a million of them lived here, half of them in England. They are the main consumers of vodkas and tinctures. It is noteworthy that this group of people has a great respect for the Soviet Union and everything associated with it. Therefore, the products of the post-Soviet countries are considered prestigious in such circles. It is logical to focus on

this category of the population also for the reason that in small towns Indians own more than 70% of stores.

The symbol of the Syabry brand is the "Slavic" trinity. But for advertising in the UK it is worth changing the concept slightly: replace the Slavic trinity with an international one. The main idea of the advertisement is that friendship has no borders, neither territorial nor racial. And with Syabry vodka, friendship will only become stronger.

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**Elizabeth Filonenko**

## **Potential of advertising promotion of Ingman Ice Cream Company's products to the Turkish market**

Dairy products are one of the most developed sectors of Belarusian industry and trade. Over the past few years, Belarus has been consistently ranked among the top five dairy exporting countries in the world. The main importers of these products are the CIS countries (Russia and Kazakhstan), but Belarus also supplies its products to Western Europe and Asia. Dairy products are mostly perishable, which creates certain difficulties in their delivery to non-CIS countries. However, ice cream is a product that has a long shelf life under certain temperature conditions. This means that ice cream is a suitable product for delivery to distant countries. In hot countries, which includes Turkey, ice cream will be in special demand. However, when supplying Belarusian products to the market of this country, one should take into account not only the peculiarities of the products themselves, but also the peculiarities of the Turkish dairy market.

The year of appearance of Ingman ice cream is 2009. It was then that a joint limited liability company Ingman Ice Cream was established on the existing production facilities of the Gomel Ice Cream Factory with the participation of the Finnish company Ingman Ice Cream Oyu Ab and the open joint-stock company Rumyantsevskoye. At that time Ingman Ice Cream was the leading ice cream producer in Finland and the Baltic States. In the sector of production of ice cream for dietary food Ingman held leading positions in Europe. With the arrival of investors, the company carried out technical reconstruction and modernization of production, which allowed to update and expand the range of products.

Belarusian ice cream lovers learned about its new types and exquisite

flavors, and Ingman Polar Bear became the trademark of the Homiel ice cream producer. At the moment the company's assortment includes 11 kinds of ice cream of different flavors and different volumes. Yattis ice cream should be shown in advertising in Turkey, as it is the main one among Ingman Ice Cream products.

In December 2011, Ingman Ice Cream Oyu Ab underwent a change in Ingman Ice Cream Company, as a result of which the global Unilever Corporation became the new owner of Ingman's operations. Since 2012, COOO Ingman Ice Cream has been part of Unilever. The main office and production facilities of Ingman Ice Cream COOO are located in Gomel. The company has also created a wide network of its own regional representative offices in the territory of the Republic of Belarus.

Since 2007 the company "has been working according to the principles of the HACCP system, which is confirmed by the certificate for the system of quality and food safety management based on risk analysis and critical control points (HACCP)"<sup>137</sup>. Hazard Analysis and Critical Control Point System is a concept that provides for the systematic identification, evaluation and management of hazards that significantly affect product safety. The need to ensure the competitiveness of products in the domestic market, increasing export opportunities forced Ingman Ice Cream to pay attention to the implementation of the international food certification system FSSC 22000, which was introduced in 2014. "This standard is supported by the Confederation of Food and Drinks of the European Union (CIAA). In addition, the FSSC 22000 standard is a food safety management system recognized by the Global Food Safety Initiative, which represents the

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137 O company [Electronic resource]. - 2015. - URL: <http://ingman.by/ru/o-kompanii.html>

world's largest retailers."<sup>138</sup> . The structure of FSSC 22000 standard includes: quality system management, top management responsibility, resource management, planning and release of safe products. In addition, Ingman Ice Cream COOO plans to implement the ISO 14001 (ISO 14001) environmental management system.

However, Belarusian products have a serious competitor - national Turkish ice cream dondurma. Its consistency is denser, thicker and more viscous than the classic Russian ice cream. The thing is that Turkish ice cream is kneaded on goat milk with the addition of flour from wild orchid tubers (salepa) and mastic obtained from the resin of mastic tree or, as it is also called, mastic pistachio. The latter two components give the ice cream a stiffness that makes it melt very slowly. The sellers of dondurma put on unusual performances for customers, such as demonstrating how a strip of ice cream stretches to great lengths or spinning it in the air. However, this competition may help Yattis ice cream to penetrate the Turkish market. It is reasonable to build the commercial on the difference between dondurma and Belarusian ice cream. After all, Turkey is a country with a very developed tourism industry. In 2014, it was visited by 36.8 million people, of which more than 4 million were Russians, who are used to traditional ice cream or cream ice cream and love it very much.

The most common type of media in Turkey is television and radio. Therefore, emphasis should be placed on television advertising. For example, it makes sense to advertise on the main TV channels of the Turkish Broadcasting Company, known as TRT, which is the main TV and radio station, as well as on the TV channels that are shown in hotels. As for radio

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138 About the company [Electronic resource]. - 2015. - URL: <http://ingman.by/ru/o-kompanii.html>

advertisements, TRT radio stations broadcast globally, so the advertisements placed on these radio stations will notify Ingman to the whole world. Since Ingman is an active exporter, this is very profitable.

Next - about the issues of pricing policy. The cost price of Ingman ice cream is 8 thousand Belarusian rubles. However, when setting the price, it should be taken into account that the final cost should include the cost of delivery of one pack of ice cream. Delivery to the Turkish market will be quite costly due to the long distance between Turkey and Belarus. The Turkish government applies a set of incentives and encouragement measures to foreign companies, which are designed to encourage investment in the country in a way that would be in line with its overall economic development strategy.

"Thus, as far as the sectoral distribution of investments is concerned, investments in export-oriented industries and knowledge-intensive industries, as well as in tourism, transportation, construction, education, health care are encouraged first of all. In addition, in accordance with the policy of equalizing the levels of economic development of individual regions of the country, the stimulation of foreign capital in Turkey has a pronounced territorial character. Depending on the level of economic development, Turkey is conditionally divided into four categories of districts; this division includes different degrees of foreign investment promotion: first priority districts; second priority districts; normal districts; developed districts"<sup>139</sup>. This implies that, when it comes to outdoor advertising, it should be placed in the first-priority areas, as well as near most of the hotels where tourists from CIS countries, whose traditional ice

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139 Recommendations for market access in Turkey [Electronic resource]. - 2015. - URL: [http://www.ved.gov.ru/exportcountries/tr/tr\\_market/tr\\_pract\\_access/](http://www.ved.gov.ru/exportcountries/tr/tr_market/tr_pract_access/).

cream is ice cream, not dondurma, vacation.

Taking into account the fact that the Russian tourist is middle class and above, advertising for tourists, aimed exclusively at such an audience, will bring tangible results, although it should be taken into account that the impact of the advertising message on the consumer is limited in time. It is proved that in the absence of information in the native language on vacation tourists have "information hunger" - the need for stimuli in the native language. Therefore, Turkey is ideal for short-term advertising campaigns and actions among tourists. Based on this, it should be understood that if the company "Ingman" plans to maintain interest in its products among Russian-speaking tourists, it should conduct a permanent advertising campaign and almost continuously rotate its commercials, so that the changing stream of tourists learned about the availability of the company's products. After a few months, a new commercial should be shown so that the ads do not quickly get boring and do not cause the desire to turn them off. In the assortment of the company "Ingman" - 11 kinds of ice cream of different flavors and aromas. A few commercials focusing on different products would do the job.

You should not forget about advertising in Turkish. Ethnographic marketing requires a serious approach, especially in Turkey. After all, even the most competent translation can play a cruel joke on the advertiser. And empty phrases and clichés do not attract consumers. Therefore, when creating an advertisement aimed at Turkish-speaking residents should resort to the services of professional translators to avoid both grammatical and stylistic errors in the commercial or banner. There are also many Western European tourists in Turkey, so outdoor advertising could be produced in English to attract English-speaking customers and "bring Ingman ice cream" closer to this segment of the population.

The Turkish authorities have not adopted any restrictions on ice cream advertising. The Turkish government has only imposed a ban on advertising of alcoholic beverages and tobacco products. The image of alcohol and tobacco products in other commercials must be blurred. Any other advertising in all media can only be banned if there is foul language and offensive language. For the same reason, as of February 2014, any internet site in this country can be shut down.

The following conclusions can be drawn as a result of this study. Firstly, television advertising is the most profitable option for advertising in Turkey. Secondly, outdoor advertising should be placed in the areas of first priority, as well as near hotels, where most of the tourists are from the Commonwealth of Independent States. Thirdly, ice cream advertisements should be placed in two languages - Turkish and Russian. It is possible to consider advertising in English. Fourthly, the main idea of the advertisement is the difference between regular ice cream and dondurma and the advantages of traditional ice cream.

**Daria Cherkes**

## **Contours of advertising promotion of "Belji" cars to the market of Kazakhstan**

Joint Closed Joint Stock Company (JCSJC) "BELJI" is located in the Belarusian city of Borisov, Minsk region. The main activity of the company is the production of Geely passenger cars for the domestic market of the Republic of Belarus and the foreign market. The investment project "Organization of production of passenger cars on the territory of the Republic of Belarus" was launched in 2011 after the Ministry of Industry of the Republic of Belarus and the Chinese company "Geely" signed a memorandum of cooperation on the production of cars. The project investors are: OJSC BelAZ - Managing Company of BELAZ-HOLDING Holding - 54.8% of shares; Chinese corporation Geely - 35.6%; Soyuzavtotechnologies, organized by OJSC BATE Managing Company of Avtokomponenty Holding, and Chinese company Shentou - 9.6%.

December 23, 2011 Minsk Regional Executive Committee registered the joint closed joint-stock company "BELJI". "The main goal of the project is to produce 120,000 passenger cars per year from 2012 to 2020. From 2012 to 2015 it is planned to produce from 10,000 to 60,000 cars per year"<sup>140</sup>. The way to improve the efficiency of the enterprise and raise its status is to implement a progressive quality system based on international standards ISO 9000. The management of BELJI CJSC headed by the director of the company D.N. Batrakov made a strategic decision to develop and implement a quality management system complying with the requirements of STB ISO 9001-2009. The necessity in creation and implementation of the quality

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140 About the company [Electronic resource]. - 2015. - URL: <http://belgee.by>

management system is justified by the increase of competitiveness in the market of vehicles in the countries of the Customs Union and the automotive industry in general, as well as the maximum compliance with the wishes of consumers with a focus on improving the efficiency of management and providing the staff and employees of the company with stable social guarantees.

In 2013 the procedure of certification of the quality management system of BELJI CJSC for compliance with the requirements of STB ISO 9001-2009 by the body for certification of management systems "ACADEM-CERT" was carried out. The certificate of compliance was received on January 28, 2013 and certifies that the quality management system in relation to the production of passenger cars assembly meets the requirements of STB ISO 9001-2009. Certificate of Conformity was also obtained for a batch of spare parts of GEELY SC7 cars, according to the requirements of technical normative legal acts: UNECE rules, STB, GOST.

Implementation of the quality management system contributes to: successful sales of products; increase in export supplies; customer satisfaction; improvement of the quality of processes and competitiveness of products in general; improvement of management culture; improvement of social guarantees for personnel; optimization of business processes; implementation of quality policy; rationalization of labor, time, intellectual resources; reduction of costs for production of products; reduction of costs for rejects and waste; fulfillment of the requirements of the quality management system.

Key success factors of the company's development: development of the most powerful scientific and technical base; large investments in the education of employees; high quality cars; democratic prices in the market. For Geely,



the reliable protection of drivers and passengers comes first. Thousands of employees in two research centers of the company work on the reliability of Geely cars. Close cooperation with Volvo also contributes to the achievements in the field of safety.

According to the analytical agency "AUTOSTAT", "registrations of new passenger cars in Kazakhstan in January-March 2015 amounted to 46.7 thousand including light commercial vehicles. This is 46.8% more than in the same period of 2014 (31.8 thousand units)"<sup>141</sup>. The market leader is Russian LADA - 12.5 thousand units; +38% vs. January-March 2014 - with a share of 26.7%. In second place is Toyota -5.8 thousand units; +98.6%, with a share of 12.4%. The third place in January-March was occupied by Hyundai -5.6 thousand units; +97.8% - with a share of 12.0%. The top three models in Kazakhstan's car market in January-March 2015 are as follows: Hyundai Solaris (4.1 thousand units; +105.0%); LADA Granta (4.0 thousand units; +76.6%) and LADA Largus (2.9 thousand units; +222.4%).

Today Geely is a modern car that meets the high requirements of the American and European markets. In addition, in terms of production quality, appearance, design and functionality, Geely cars are practically in no way inferior to the cars of European and American manufacturers. Geely is among the top ten largest car companies in the world, competing with GM, Volkswagen, FAW, Hyundai, Honda, Toyota. GTSM model Geely SC7 includes: reinforced body structure, fully protecting drivers and pedestrians; electronic brake stabilization system; SRS airbags; electronic seatbelt pretensioners with reinforcement limiters; door safety bars; compressible zones in the front and rear of the car.

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141 The automobile market of Kazakhstan in Q1 2015 [Electronic resource]. - 2015. - URL: <http://www.autostat.ru/news/view/21096>

All these are important components of 100% reliability of Geely. The car GEELY SC7 is one of the novelties of Geely's model range and the first model presented by BELGY NWO. The debut of the model took place at the Beijing Motor Show in 2010. In the Chinese market the car is known as "Englon SC7", in some other markets - with the designation "SL". Geely SC7 belongs to the class "C", being a "classmate" of such cars as Skoda Octavia, Toyota Corolla, Volkswagen Jetta. The car is designed with orientation on the European market taking into account European requirements. Harmonious proportions of the body, unique design of headlights "eagle eye", elongated roof line give the appearance of the car a representative look. "The large glazing area provides excellent visibility and illumination of the interior, creating a first-class comfort for the driver and passengers. Magnificently developed design, spacious interior, functional trunk, excellent driving performance, a large set of options even in the base configuration - not all the advantages of the Geely SC7"<sup>142</sup>.

"GEELY EMGRAND X7" is a new crossover in the Geely model range. The main advantages are stylish elegant design, high level of reliability and democratic price. Geely EX7 is produced with two engine modifications of 2.0 and 2.4 liters with 5-speed manual or 6-speed automatic transmissions. The crossover feels cozy both on the expanses of off-road, and in the modes of urban bustle. The bumper of the crossover is integrated into the body and gives a solid front overhang, which is convenient when passing obstacles. Plastic covers on the sills protect the car from gravel and reduce noise in the cabin. Rich basic equipment is traditional for a crossover: ABS+EBD, airbags, locking system, air conditioning, on-board computer. Design of Geely Emgrand X7 was developed by the famous "Automobile Designer of

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142 To Moscow for auto: the course still dictates priorities [Electronic resource]. - 2014. - URL: <http://rosauto.by/?vclid=5942935177381218530>

the Century" Giorgetto Giugiaro ("Ital Design-Giugiaro S.p.A."), famous for such works as Ford Mustang, DeLorean DMC-12, a number of BMW, Bugatti, Lamborghini models. Thanks to him the unique and recognizable look of the crossover Geely EX7 appeared

GEELY LC-CROSS is a special version of the compact urban hatchback Geely LC (Panda), also known as Geely GX2. On sale in Belarus since April 2014. Characteristic features: high for a hatchback ground clearance - 160 mm, bumpers painted in black, underbody protection, as well as a spare tire attached to the rear door, as in real SUVs. Main technical characteristics: Geely LC-CROSS is equipped with a 1.3 liter gasoline engine with a capacity of 86 hp, with a maximum torque of 110 Nm., meeting the environmental standards Euro-4 and per 100 km of mileage in a mixed cycle consuming 7.1 liters of gasoline, as well as 5-speed manual transmission. "Geely LC- CROSS Comfort" basic configuration provides ABS with EBD, electric package, audio system with 4 speakers, air conditioning, fog lights. In the maximum configuration Prestige several airbags are added, including side airbags and parking assistance system (parktronic)"<sup>143</sup>.

The car can be purchased today due to its democratic cost. At the same time, you can avoid unnecessary fuel costs: consumption in economy mode is 6-8 liters per 100 km. It is easy to park and maneuver in the city and out of town. Service stations of cars will be located in major cities of Kazakhstan, at gas stations in Kazakhstan regions. On credit, KASKO insurance is obligatory for the whole period of using the bank's funds. The average cost of disability insurance for three years is paid when signing the loan agreement.

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143 About the project [Electronic resource]. - 2015. - URL: <http://marketing.bv/analitika/obzor-reklamnogo-rvka-belarusi-v-2015-godu-prognoz-na-2016-god>

According to experts of the group of communication agencies Dentsu Aegis Network Kazakhstan, there is currently a decline in the media advertising market in Kazakhstan. In January 2015, advertisers' spending decreased by 8% compared to the same period in 2014. For many years, the largest segment of the advertising market has been television advertising, the share of which has been at least 80% over the past few years. The Kazakhstan television market is represented by 14 terrestrial channels, TV channels of local broadcasting, about 92 cable operators and internet TV operators. Advertising opportunities of TV channels are sold either by sales houses (TV Media Advertising Agency, Video International Kazakhstan) or by advertising services of TV channels themselves. Outdoor advertising ranks second in popularity. The characteristic feature of this market is localization of business in large and medium-sized cities of the country and limited number of constructions. This concentration generates fierce competition between outdoor advertising market participants. The third largest segment of the Kazakhstan advertising market is the print media market. This segment of the advertising market of Kazakhstan is characterized by a noticeable decrease in growth rates with a large number of participants and a wide range of advertising tools. According to TNS Gallup Media Asia, the number of advertisers in the Kazakhstani press in 2013 amounted to 2,423 pcs. In 2014, the decline in the segment amounted to - 10.2%. The share of Kazakhstan's radio advertising market is still quite insignificant (about 3.8%). "The global growth of the Internet share in advertisers' budgets is also reflected in the choice of media channels in Kazakhstan. Today the most popular are Runet resources with targeting on Kazakhstan and a stable pool of kaznet-platforms"<sup>144</sup>.

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144 Advertising market of Kazakhstan [Electronic resource]. - 2014. - URL: <http://www.tvmedia.kz/ad>

Advertising activity in Kazakhstan is regulated by a number of legislative acts: the Law of the Republic of Kazakhstan dated December 19, 2003 "On Advertising", the Law of the Republic of Kazakhstan dated July 23, 1999 "On Mass Media", the Rules of placement of outdoor (visual) advertising objects in settlements, approved by the Resolution of the Government of the Republic of Kazakhstan dated February 7, 2008, GOST "Automobile Vehicles Advertising on External Surfaces. General requirements", Rules for issuing permission to advertise medical services, methods and means of prevention, diagnostics, treatment and medical rehabilitation, as well as biologically active food supplements, approved by the Order of the Minister of Health of the Republic of Kazakhstan dated November 18, 2009 "On some issues of issuing permission for advertising".

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**Daria Cherkes**

## **Prospects of advertising promotion of Belkelme sneakers on the Czech market**

Closed Joint Stock Company Joint Belarusian-Spanish Enterprise "Belkelme", established in 1993, is the leading manufacturer of footwear for sports and active recreation in Belarus. The main goal of JV Belkelme CJSC is to produce and sell high quality, competitive products on the domestic and foreign markets. Belkelme" products satisfy the preferences of customers, increase the growth of financial and economic volumes of the enterprise and ensure its stable functioning. In the future it is planned to technically improve the production of the enterprise, improve the social and economic status of employees.

Belkelme manufactures a wide range of women's, men's, youth and children's footwear, following modern fashion trends in the world of footwear. Shoes are sold wholesale and retail. Natural leather and other high-tech components are used. Branded footwear is comfortable and durable. Its high quality is achieved by

High-performance equipment manufactured in Japan, the Czech Republic, Germany and Italy. For six years, the product range has been developed by the company's own designers and in close cooperation with Italian design studios.

Over two decades of its history, CJSC JV Belkelme has retained the status of a unique enterprise for Belarus. The company produces modern sports shoes on an industrial scale. "Having received foreign technological and technical support at the start, the factory managed to creatively master the experience, and then to bring up its own highly professional staff, which

forms the backbone of the team. Now it is one of the main resources of the company, attracting the attention of foreign partners and potential investors"<sup>145</sup> .

The quality management system of Belkelme JV CJSC complies with STB ISO 9001-2009 standards and ensures the production of high quality products, which are in demand in Belarus and abroad. Belkelme sports shoes are made of genuine leather. It has durability and reliability. Thanks to a special insole and breathable mesh lining, your feet will feel comfortable in Belkelme shoes all day long. All sneaker models are lightweight and provide full freedom of movement.

As for the Czech Republic, a large part of the country's population attends a variety of sports clubs and leads an active lifestyle in their free time. "Czechs are a fit, sporty nation. The reason for the popularity of sports among the population is primarily due to the fact that the Czech Republic is a highly urbanized country, the urban population accounts for more than 70% of the total population of the country. Accordingly, city dwellers have more free time for an active lifestyle, as well as a need for movement and physical activity"<sup>146</sup> .

Games sports are very popular in the Czech Republic: tennis, soccer, volleyball, hockey. Sneakers and sneakers are modern sports shoes, which are characterized by comfort and practicality. They make it possible to combine sports with cultural and recreational activities, such as going to the park or shopping mall. In addition, these sports can be practiced collectively. Czechs, especially young people, are very friendly and like to gather in large

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145 History of the company [Electronic resource]. - 2015. - URL:

<http://www.belkelme.by/about/history>

146 Sport for All in the Czech Republic: national peculiarities [Electronic resource]. - 2015.

- URL: <http://czguide.ru/>

groups.

Every woman wants to look flawless in any situation. For women, Belkelme offers a wide range of shoes for sports and outdoor activities. The assortment also includes walking models. All women's shoes are made of improved technologies and natural leather. Leather shoes do not stretch when worn, so they should be bought exactly according to the foot.

"Belkelme" offers a wide range of children's sports shoes. The models are characterized by high quality and hypoallergenic, as they are made of natural materials. Belkelme sports shoes for children are one of the best in their category. Cambrel lining allows the foot to "breathe" and special orthopedic insoles provide comfort for the child during sports activities.

"Having made a decision to buy sports shoes and coming to the store, each of us, first of all, is guided by its comfort and reliability. We produce sneakers, both for everyday wear, and models designed for sports, made with due regard to the peculiarities of a particular type of activity"<sup>147</sup>. Belkelme shoes are characterized by a number of advantages: unusual and stylish look; use of only quality materials in production; comfortable to wear; providing ventilation of the foot due to mesh lining.

Footwear for playing soccer - cleats. Soccer is a popular sports game. It is played with pleasure by professionals and amateurs. All of them need footwear for soccer. The company "Belkelme" is ready to offer all fans of this sport soccer boots Belkelme made of genuine leather with a good price/quality ratio. Attention in the production of this type of footwear is paid to its comfort and convenience. The models have an unusual external texture.

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147 Shoes for women [Electronic resource]. - 2015. - URL: [http://sportsitv.by/obuv\\_belkelme](http://sportsitv.by/obuv_belkelme)



"Currently, the footwear industry in the Czech Republic is in crisis. While at the end of the 20th century Czech shoe factories produced about 70 million pairs of shoes, at the beginning of the 21st century. - This is primarily due to the fact that Czech footwear cannot withstand competition from very cheap Chinese and Vietnamese footwear"<sup>148</sup> . On average, the Czech Republic has 4.5 pairs of shoes for each citizen. Footwear production in the Czech Republic is declining and the rate of decline is high. The country, which was a shoe powerhouse in the past, is producing fewer and fewer shoes. Historical lows are being overcome all the time. Czech companies are holding on to the market thanks to the production of orthopedic and quality children's shoes. Competition from Asian manufacturers is making itself felt. Companies are suffering heavy losses. There are 35 shoe companies in the country, each employing 20 people or more. The total number of people employed in the footwear industry has decreased by 4% to 4 thousand people. Over the last 10 years, the import of Chinese footwear into the Czech Republic has increased 10 times to 120 million pairs. Several million pairs of shoes come from other countries. The main importers are China (25.4%), Italy (21.5%), Poland (5.35%), Romania (4.4%), Slovakia (4.1%).

The main characteristics of shoes "Belkelme". The upper material is natural leather. It has the necessary elastic-plastic and hygienic properties. Stitching - a detail that serves for the footwear trace, so that the surface of the main insole and sole did not form bumps and indentations. It makes the sole stable when walking. Insole - serves to improve the aesthetic, comfort and hygienic properties of the shoe. The insole coating made of synthetic fabric allows excessive moisture to pass through, which is then absorbed by the latex layer. Interlining - serves to give a uniform pull to the upper parts and

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148 Footwear market of the Czech Republic [Electronic resource]. - 2014. - URL: [http://www.export.by/?act=s\\_docs&mode=view&id=2777&doc=64](http://www.export.by/?act=s_docs&mode=view&id=2777&doc=64)

increase form stability in the finished shoe. Block reinforcer - serves to increase the strength of block adhesion to the parts.

At the service of customers in Belkelme stores - a large number of models, colors and materials of sports shoes and shoes for outdoor activities, sports style shoes. "The question of buying shoes is almost all year round. The number of customers concerned about the choice of quality, comfortable, fashionable shoes in stores is almost constant. When shopping for shoes, women are in a hurry to buy something fashionable, while men will be looking for something of quality."<sup>149</sup> . Sports style shoes look like sports shoes, but are not adapted for active sports loads. It can be worn every day with jeans, pants or skirts. It can be worn in the city and going with friends and relatives to the countryside, camping. It is worn by adults and children, old and young, men and women.

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149 Firm section of the Belkelme JV [Electronic resource]. - 2014. - URL: [http://sportsitv.by/obuv\\_belkelme/obuv\\_dlva\\_zhenschin](http://sportsitv.by/obuv_belkelme/obuv_dlva_zhenschin)

**Martyna Czerkowska**

## **Opportunities of advertising promotion of children's clothing "Marusya" to the Chinese market**

China today is a country of great opportunities. Chinese goods are fantastically popular around the world due to their high quality and relatively low prices. China's economy continues to receive large-scale international investment in virtually all sectors - from consumer goods to sophisticated equipment - and China's export turnover continues to grow rapidly.

China is one of the most important trade and economic partners of the Republic of Belarus. In 2014, it ranked third among non-CIS countries in terms of trade turnover, eighth in terms of Belarusian exports, and second in terms of imports to Belarus. The dynamics of the Belarusian-Chinese trade can be judged by the following fact: for 23 years since the establishment of diplomatic relations, the mutual trade turnover has grown almost 100 times - from \$34 million in 1992 to more than \$3.2 billion in 2014, and including services, the volume of mutual trade crossed the bar of \$4 billion for the second year in a row.

Partly due to the high popularity of Chinese goods, Chinese manufacturers are not investing in export infrastructure, so businessmen face problems at every step. The language barrier makes it impossible to make an independent marketing analysis of the Chinese market, and there are no ready-made studies. It is very difficult to find, understand and evaluate the quality of goods and reliability of manufacturers. "The specifics of the Chinese business mentality and market practice do not allow negotiating and supporting transactions independently"<sup>150</sup>. It is impossible to communicate

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150 Features of the Chinese market [Electronic resource]. - 2015. - URL: [http://profit-china.com/agentskie\\_uslugi\\_v\\_kitae/osobe](http://profit-china.com/agentskie_uslugi_v_kitae/osobe)

directly with Chinese manufacturers both due to the language barrier and the objective features of the Chinese export market. Even independent organization of meetings and visiting exhibitions causes insurmountable problems for Western businessmen. Delivering goods from China is a complex independent task, and not every logistics company can provide a quality solution.

Light industry is the traditional industry of China. It has the strongest impact on the size of domestic trade turnover, employment, and agricultural development. It is one of the most economically efficient industries in the Chinese economy. The most important of the sub-industries - textile, rapidly developing garment, knitwear, leather, footwear. The huge population determines the formation of the world's largest domestic market, the capacity of which is growing as a result of rising living standards during the ongoing economic reforms. This is one of the most efficient economic sectors in the economy. Thus, only for the export of these products to the United States, the Chinese economy received about 11 billion dollars, and exports to Russia amounted to just over 2 billion dollars.

"The most important sub-sector of light industry is textile industry. The volume of textile industry for 2002 is over 20 billion dollars, and this is only legal production. According to the calculations of independent experts, the shadow turnover of the textile industry in China is 30% of the legal turnover"<sup>151</sup> . The textile centers of China are Jiangsu, Zhejiang and Guangdong provinces. In Guangdong, Zhongshang, Dongguan, and Foshan are the main apparel manufacturing centers. In this province about 30 thousand factories are involved in the textile industry. Many famous brands

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151 Industry in China [Electronic resource]. - 2015. - URL: <http://industry.imextrade.ru/education/the-industry-o>

of Chinese clothing are produced in Jiangsu, for example, dresses and suits "Skyrun", shirts "Hubao", underwear "Bosideng". There are about 1,500 small textile enterprises in Jiangsu, most of which have experience in export garment production. Zhengjiang is one of the most economically developed provinces in China, where different types of clothing are produced. Many factories specialize in silk garments.

The main reason for this situation is the poverty of the population in the northern parts of the country. The main reason for this situation is the poverty of the population in the northern regions of the country. But despite all the negative aspects of this economy, China is actively influencing the world markets with its products, thereby significantly reducing the competitive advantages of Western companies, where the basis of the product is the brand of the company. Having understood this side of the market, the Chinese authorities have created favorable conditions for foreign firms to open new production facilities, thus replenishing their budget with cheap and high-quality products year after year.

"MARUSYA" is a new and dynamically developing Belarusian brand based on the concept of "designer clothes for children". Thanks to the creative cooperation of its own studio "MARUSYA" and Italian design studio Dagistyle in Milan to develop and produce goods on the Belarusian territory, the company is able to constantly control the entire production process: from the designer's idea to the realization of the full collection and its introduction into the trade. High quality, innovative approach and the ability to regularly supply stores with a wide range of goods, originality of models "Marusya" allows to get customers and surprise them. All these factors allow us to offer something new, rather than accumulating large volumes of stored goods.

Everything beautiful must be safe. So, "MARUSYA" uses only natural raw

materials that meet all hydroscopic and hypoallergen norms. The design of "MARUSYA" clothes complies with all state standards and sanitary norms. Goods "Marusya" is a reasonable correspondence between price and quality. This principle is adhered to by an effective logistics policy and high professionalism of employees in the company. Based on this, the following conclusions can be drawn.

First of all, it is necessary to sew sportswear for children for export, because all over the world a healthy lifestyle is positioned, namely sports activities and healthy nutrition. Therefore, Marusya should not be left aside. It is expedient in this regard to organize a line of sportswear for children. Secondly, to make people aware of "Marusya", it is necessary to conduct an advertising campaign: placement of information in the network, media, use of street advertising - billboards, as well as booklets and live distributors. Thirdly, to interest children in going to the store, it makes sense to develop small gifts in the form of distribution of lollipops, chocolates and marmalade. Fourthly, clothes should be positioned for the middle stratum of the population. Fifth, "children's clothes will be made of environmentally friendly materials using new sewing technologies"<sup>152</sup>.

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152 China [Electronic resource]. - 2015. - URL: <http://www.the-discoverer.ru/geo-1839.html>

**Martyna Czerkowska**

## **Formula of advertising promotion of women's underwear "Milavitsa" to the Czech market**

The main branches of Czech industry are fuel energy, mechanical engineering, chemical, textile, food, glass and porcelain production. The Czech Republic has a well-developed agricultural production. With a small land area, the Czech Republic fully satisfies its domestic food needs. In addition, a significant part of agricultural production is exported.

The leading branch of the Czech economy is industry. During the years of socialism, the country has radically reconstructed old industrial areas and created a number of new industries that had not existed before. The construction of a large number of new enterprises, combined with the reconstruction of existing ones, led to a considerable strengthening of the cooperation of industrial enterprises not only within the traditional economic districts, but also on a national scale. "This is how the Ostrava-Karvin district, the machine-building agglomerations of Prague, Brno, and Pilsen, and the electric power and chemical complexes of Northern Bohemia came to be. The Czech national economy has a good energy base. It is based on thermal power plants, which account for up to 90% of all electricity generated"<sup>153</sup>.

At the same time as the amount of coal reserves in the country is sharply decreasing, the Czech Republic attaches great importance to the development of nuclear energy. In the past, several nuclear power plants were built in South Bohemia and South Moravia with the assistance of the Soviet Union. In addition, hydroelectric power plants, which are mainly

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<sup>153</sup> Market structure of the Czech Republic [Electronic resource]. - 2015. - URL: <http://www.bestreferat.ru/referat-32278.html>

located on the country's mountain rivers and in areas where there are no coal deposits, also make a great contribution to the energy fund.

Among the main trade partners of the country are: Germany, Slovakia, Australia, Russia, Italy, Poland, France, Belarus. Their share in the foreign trade turnover is 70%. It should be noted that the Czech Republic has a large-scale export and import liberalization program in its foreign trade. However, the national interests of the country, the need to maintain a balance between supply and demand in the market and to ensure the sale of domestically produced goods required the introduction of licensing of some goods. This measure is temporary and the number of licensed goods is gradually decreasing.

The ties between Belarus and the Czech Republic have a long history, but the 1990s became a peculiar frontier in the development of Belarusian-Czech relations. It was then that Belarus gained real independence, while the Czech Republic realized a "velvet divorce" with Slovakia. Belarusian exports to the Czech Republic increased by 34.2% compared to 2013 and amounted to \$128.7 million in 2014, with the export growth rate target set at 115% in 2014. Exports of Belarusian goods to the Czech market excluding oil, oil products, and nitrogen fertilizers amounted to \$109.5 million, exceeding the 2013 figure by 15%, or \$14.3 million. In recent years, the growth rate of exports excluding oil, oil products, and fertilizers has been insignificant, but nevertheless, it exceeds the growth rate of Belarusian exports to the Czech Republic as a whole.

"The volume of bilateral trade between Belarus and the Czech Republic in 2014 amounted to more than \$540 million. The growth rate compared to 2013 was 91.3%"<sup>154</sup>. The balance of mutual trade continues to be negative

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154 Belarus in 2014 reached a record high in exports of goods to the Czech Republic



for Belarus due to the implementation of large investment projects and the continued inflow of direct Czech investments in Belarus, however, due to the growth of exports and decrease in imports, the balance decreased by \$116.8 million and amounted to almost \$283 million in 2014. Imports from the Czech Republic to Belarus in 2014 decreased by almost 17% compared to 2013 and amounted to \$411.6 million. In the commodity structure of Czech imports, computing machines and passenger cars occupy the first place. However, imports largely depend on the investment projects implemented in Belarus with the participation of Czech companies. In total, 664 items of goods are imported from the Czech Republic.

"Milavitsa" - one of the largest companies in the Commonwealth of Independent States for the production and sale of women's underwear, whose products are successfully sold in more than 25 countries around the world and are characterized by high quality, original design. In 1992 the first branded store "Milavitsa" was opened. Nowadays more than 360 stores in 14 countries of CIS and Western Europe work under the MILAVITSA sign. The network is most widely represented in Russia (more than 200 stores), Ukraine (more than 70 stores). In Belarus there are 44 trade objects. Milavitsa stores are also opened in such countries as Kazakhstan, Moldova, Armenia, Azerbaijan, Uzbekistan, Georgia, Latvia, Slovenia and Germany. In 1996 "Milavitsa" was renamed into a closed joint-stock company "Milavitsa" according to the decision of the shareholders' meeting and on the basis of the decision of the Minsk City Executive Committee. Ancient Slavs called the planet Venus by the word "Milavitsa", and the goddess of the same name is considered a symbol of love and personification of female

beauty. "The basis of the target audience - women 25-45 years old, who appreciate elegance, comfort, paying attention to details and quality of lingerie"<sup>155</sup>. A wide model range and price range allow to form a product matrix taking into account the location and target audience of a particular store. Assortment offer: more than 450 models annually; size range from 65 to 120, fullness from A to J; quarterly update of fashion collections.

Milavitsa's assortment is based on products in the medium price category, which are in demand among the largest range of consumers. The product matrix includes: classic Milavitsa collection (medium-low price segment); fashion collection Milavitsa (medium price segment); fashion collection Alisee (French licensed underwear brand of medium-high price segment); sleepwear and swimwear Milavitsa; men's assortment - underwear Hidalgo. Milavitsa collection is divided into: classic, fashion and swimwear collection. The classic collection is based on a wide variety of models for every day, combining the basics of classic design, comfortable designs and functional materials. "Milavitsa" is an expert in creating models for full women (up to 120F).

Advantages: well-known brand with a good reputation; brand recognition provides high traffic; formed circle of loyal customers; quality product, functional and comfortable designs, proven over time, provide stable, high demand; demand for products does not have a pronounced seasonality; ready-made, detailed retail business model guarantees stable income; flexible requirements for available premises, allowing to minimize investments in the opening of the store; depending on the size of in

On this basis, when planning an advertising campaign in the Czech Republic, the following conclusions can be drawn. Firstly, it is advisable to

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155 About the company [Electronic resource]. - 2015. - URL: <http://www.milavitsa.com/>

organize New Year's Eve promotions in the store, where for buying one set of underwear men get a bottle of good beer, women - a box of chocolates. Secondly, since the Czech Republic loves sports, it makes sense to make a collection of lingerie and pajamas with prints of favorite teams, mainly hockey. Thirdly, it is important to find the best club in Prague and dress the service staff in Milavitsa clothes. Fourth, you can make a collection for all segments of the population with democratic prices, as well as launch an exclusive collection with higher prices - underwear with various designs, with swarovski crystals, with embroidery. Fifthly, to organize a show of the new collection every summer in the center of Prague in the open air, where snacks, drinks and photographer's services will be provided to everyone. Sixthly, it is important to start producing, in addition to lingerie, Milavitsa clothes, using such materials as cotton and silk. Seventh, it is advisable to organize an advertising campaign in magazines, which are distributed in public places - cafes, restaurants, sports clubs, as well as throughout the city - various posters with beautiful Belarusian models. Eighth, in order for girls living in Prague to learn a lot and quickly about Milavitsa, it is promising to conduct a sociological survey of them. B- Ninth, it is important to produce lingerie for lush women as well as special corsets for those who want to stay slim.

## **Anastasia Chernova**

### **Actual issues of advertising promotion of "Mad Wave" sports products on the market of the United States of America**

The United States of America is the center of world creativity. It is here that the largest advertising agencies appeared, which successfully perform their work. In addition, there are many manufacturers and brands in the USA. The question arises - is it necessary to supply something to a country that has almost everything? Yes, it is necessary. The main thing is to present it properly. To do this, it is necessary to study the American advertising market and understand which ways to go about promoting your products.

Americans are adherents of the practical and pragmatic. They are interested only in reality, in what exists. Residents of the United States are not afraid of rough competition. "In the U.S. there is a thriving culture of 'knowing how to sell'; according to Americans, advertising is as much an instrument of commerce as any other"<sup>156</sup>. Of course, as in any other country, the traditional channels of advertising information are used here: press, television, radio, roadside "visual propaganda". The advertising itself is presented unobtrusively and tactfully.

"The load of advertising channels is coordinated by time intervals in accordance with the rhythm of life of the majority of the population. In the short morning interval, when people brush their teeth, drink coffee, advertising is transmitted in alternation with news. If on TV, it is more in sound and text, as the consumer's eyes are busy and ears are free. Although

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<sup>156</sup> Features of American advertising [Electronic resource]. - 2009. - URL: [http://ermakoffpsy.blogspot.com.by/2009/11/blog-post\\_15.html](http://ermakoffpsy.blogspot.com.by/2009/11/blog-post_15.html)

video clips are also shown: familiar, recognizable by melody, for example. The picture arises in the mind, even if the eyes do not contemplate it"<sup>157</sup>. Advertising in the press is quite traditional: advertisements in newspapers and magazines, tabs, spreads. Purely advertising printed products are no exception: prospectuses, booklets, special newspapers, which are put in the mailbox. Once a week an "advertising package" is put together, which is distributed with the Sunday paper. Perhaps it is often bought to get this package: it contains many coupons for cheaper goods, full information about sales, price reductions.

But still, despite the popularity of the press in the United States, TV commercials still occupy one of the leading places. In addition to such a break between TV programs, it is inserted at certain times in the news. A large number of TV channels also allows you to choose a favorable cooperation to promote products. In addition, long ago came the era of technology, so less and less often pay attention to advertising in printed products. Often it is simply skipped. And there is less opportunity to interest consumers in the product thanks to a single picture. Therefore, it is much more profitable to use video clips to promote products.

To begin with, you should highlight the characteristics of videos that could attract potential customers. First of all, it is any visual material that is pleasing to the eye. For example, bright colors, nature, beautiful people. That is why in most cases American advertising uses girls of model appearance or young celebrities. Blood and violence are often repulsive. Their manifestation in advertising is prohibited by American law. Usually in American commercials, the advertised product is shown exactly in some

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157 Characteristic features of advertising in the United States [Electronic resource]. - 2012.  
- URL: <http://rubikon.name/2012/05/12/harakternyie-osobennosti-reklamvi-v-ssha/>

everyday scenes, typical for the life of any American. This is done to create a sense of presence, a mirror. It should seem as if the consumer lacks exactly the product being advertised in order to be completely happy.

Advertising must convince of reliability and quality, so another feature of American advertising is the demonstration of products during creation. They show the scheme of the finished product, the manufacturing process, the constituent parts. The most common technique is the action of the product at the micro level, that is, in what way the result is obtained. The same principle is used not only in TV advertising. For the same purpose, free samples are often given away in special advertising mini-packs - boxes of breakfast cereals in the subway, tea bags in the mailbox, painkillers in a pack of tissues.

Americans must be sure to show how the product works, what they will get if they buy it. Therefore, it is necessary to emphasize that the advertised product: quality; a person from its purchase will remain only in the plus, you only need to emphasize the bonuses that will provide the product; can be returned if it is of poor quality. Some advertisers even insert such a phrase, say, you can return it within a month, thus giving the impression that manufacturers are confident that their product is really good.

It should be noted other techniques that can be used to influence the client:

- 1) Reliance on the American standard, tradition. Of course, at first the standard is created, spread, then serves as a fertile ground for trade. It can include: healthy food, healthy clothes, healthy rest, cleanliness of the body - hair, teeth. Within each of them there are a lot of signs-rules that form the observance of the standard at the household level;
- 2) Americans believe everything that is recommended to them. For example, they do not eat soft-boiled eggs - only after long heat treatment, although it is unlikely that most

of them are aware of specific cases of salmonellosis; 3) Reliance on popularity. "Designing products in accordance with the themes of popular movies, cartoons, sports teams. In this case, the technique of launching in a series works well: sneakers are released with photos of all the characters of the cartoon - choose your favorite. You can show individuality, joining the general opinion. By the way, it is not known who works for whom: movies on goods or vice versa"<sup>158</sup>. Americans know how to play with feelings in advertising, no one is better than they are able to stir up and arouse feelings, attitudes and desires in their compatriots in a few seconds.

An important fact in American advertising is the slogan. It is the main component of a good advertising project, whether it is a video clip, audio recording or a picture in a newspaper or magazine. It is also generally worth working out in detail the words that will be spoken during the video. The text is a verbal, and the artistic solution is a visual embodiment of the strategy of the advertising message. Before starting to write the text, the author should understand the strategies of marketing and advertising. This usually requires re-examination of market and advertising plans, analysis of factual material and study of creative strategy. The writer should write a brief description of the main elements of the text, stating the content of the text and the way in which that content is communicated according to the message strategy.

In order for the created advertisement to be effective, the author tries to attract attention to it, create interest, achieve the consumer's trust, strengthen the consumer's desire for the product and stimulate the consumer's action. The text in radio and TV commercials is usually a spoken dialog and is

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158 Kleimikhina, T. Big canvas of American advertising / T. Kleimikhina // [Electronic resource]. - 2014. - URL: [http://www.triz-ri.ru/market/?id=1151&name=bolshoe\\_polotno\\_amerikanskoy\\_reklamy](http://www.triz-ri.ru/market/?id=1151&name=bolshoe_polotno_amerikanskoy_reklamy)

called the audio part of the advertising splash page. The text may be presented as an overlay of an invisible speaker's voice or spoken by a narrator, presenter or actor in front of the camera.

Now we should move directly to the advertised product itself - sports products of MAD WAVE, whose branch exists in Belarus. The brand was founded in St. Petersburg in 2003. The company specializes in equipment and clothing for swimming. At the moment, MAD WAVE has gained international recognition, so supplying its products to the U.S. market should not face a lot of problems that appear in an unknown brand.

The company's slogan: "Breaking the Waves". It reflects not only the target orientation - the manufacture of products for swimming, but also the policy itself. Manufacturers are not afraid to surprise and conquer customers with new ideas and bold solutions, thanks to which MAD WAVE collections are enjoyed among all categories of buyers of branded products. There are products for both children and adults. For athletes are offered things restrained in design, which are usually present at competitions even at the international level. For ordinary people there are swimsuits, swim trunks, caps, towels of bright colors. In addition to the slogan, the direction of the brand is evidenced by the corporate logo, which represents the capital letters of the name - M and W. They are transformed into the likeness of waves, which looks quite stylish and original. Also on large products (for example, towels) sometimes appears the image of a stylized cartoon shark.

Clothing from MAD WAVE is a huge list of all kinds of bathing suits, as well as sportswear and fitness clothing, such as T-shirts and pants, sweatshirts and sweatshirts, shorts, swimwear for vacation at sea and much more. Moreover, among the extensive range of the company can easily find models for every taste, starting from more classic and monochrome products



and ending with bright, bold, stylish and original youth options.

In addition to such specific activities, the managers of the MAD WAVE brand are engaged in another equally useful business, namely the support of emerging talents in the sports sphere. MAD WAVE brand cooperates with many Russian swimming schools and institutions, and, in addition, provides its products for major competitions and sporting events. Here we can note the fact that the Malaysian national team, for example, preferred the products of this Russian company during their participation in the 2012 Olympics held in London. This fact alone takes MAD WAVE to a whole new level.

The popularity of the MAD WAVE brand is gaining momentum all over the world. So, today the company's brand stores and boutiques are represented not only in numerous Russian cities and CIS countries. Products of this company can be found on such Internet sites as [swimmings.ru](http://swimmings.ru), [h2opark.ru](http://h2opark.ru), [swimshop.ru](http://swimshop.ru), [divescuba.ru](http://divescuba.ru), [fastswimming.ru](http://fastswimming.ru), [skidkimira.ru](http://skidkimira.ru), [shopping-spb.su](http://shopping-spb.su), [belconsta.ru](http://belconsta.ru), [sport.wikimart.ru](http://sport.wikimart.ru), [wildberries.ru](http://wildberries.ru), [Amazon.com](http://Amazon.com), [6pm.com](http://6pm.com), [ebay.com](http://ebay.com), [Taobao.com](http://Taobao.com).

"Clothing and accessories brand MAD WAVE - this is what will allow you to feel the beauty of swimming in the most comfortable conditions. And thanks to the unique style and original design of the collections offered by the brand, you will not be able to change your choice, each time only convinced of the talent and professionalism of manufacturers and designers MAD WAVE"<sup>159</sup>. Advertising these products in the United States is profitable, if only because of the popularity of swimming and other sports. The company MAD WAVE is on a par with the products of the brand Arena, but the advantage of the represented company is that Arena directs its

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159 MAD WAVE [Electronic resource]. - 2014. - URL:  
<http://shophelp.ru/brands/mad-wave.html>

products to athletes. In design it is more restrained, but the quality of MAD WAVE products can argue with it. In addition, there is practically no advertising of the American company, which is a huge plus for the promotion of these products.

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## **Anastasia Chernova**

### **Features of advertising promotion of motorcycles "Minsk" to the market of Japan**

Japan is the country of three of the ten largest global holdings. The central offices of Dentsu, Hakuhodo, and Asatsu are located in Tokyo. Their advertising is a mixture of Japanese precision, restraint and mentality with the general craziness of Asian creativity. In recent years, Japan has consistently ranked second in the world in terms of advertising expenditures. The turnover of the advertising market for 2010, according to estimates of the largest Japanese advertising agency Dentsu, amounted to about 5.8 trillion yen (68.8 billion dollars). Slightly different data are offered by Zenith Optimedia - the Western media company estimated the volume of the advertising market in Japan at 43.2 billion dollars. For comparison, similar expenditures by Russia amounted to 8.8 billion dollars in 2010.

"The Japanese, following the global trend, prefer to place advertising on television. It took about a third of the annual turnover - 29.6 percent (1.7 trillion yen). Internet advertising was second in terms of spending at 13.3 percent (774 billion yen). In the near future, this sector will surpass total advertising spending in print media (newspapers and magazines together accounted for 15.7 percent, or 913 billion yen)."<sup>160</sup>. Japan is one of the world leaders in terms of the rate of development of the Internet advertising market. The main features of the Japanese advertising market in this sector are the Japanese people's love for Twitter and mobile Internet. Japan is ahead of all countries in the world in terms of the number of Twitter users.

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160 Dunayeva, E. How the Japanese advertising market differs from the Western one / E. Dunayeva // [Electronic resource]. - 2011. - URL: [http://www.dv-reclama.ru/others/articles/rvunki/21627/chem Otlichaetsya vaponskiy reklamnyy rynok reklamnyy ot zapadnogo psikhologiya rolikov prognoz reklam/](http://www.dv-reclama.ru/others/articles/rvunki/21627/chem_Otlichaetsya_vaponskiy_reklamnyy_rynok_reklamnyy_ot_zapadnogo_psikhologiya_rolikov_prognoz_reklam/).

According to preliminary estimates by the company Digital GarageInc, which provides access to the service, spending on Twitter advertising by mid-2011 amounted to about 8.5 billion yen (101 million dollars).

The second priority area of Internet advertising in Japan is mobile Internet advertising. Here it is worth mentioning product barcodes, which are placed on every product. By taking a picture of such a barcode on your cell phone, you can find information about the product on the Internet in a few seconds. In Japan, this has become a common practice, and many advertising posters, advertisements and the products themselves are equipped with these barcodes. And manufacturers try to spend a lot of money to maintain the image of their goods on the Internet, where you can find a large number of various selections of strange or shocking Japanese advertising. Some of the commercials may be simply incomprehensible to a European - for example, a 5-minute McDonalds commercial where Ronald McDonald simply dances to annoying music.

"Japanese advertising is dominated by the image. Any element of the advertising message is part of a holistic semantic, somewhat philosophical picture. It can be said that "listening to the rustling of the leaves" in Japanese advertising one can comprehend a deep aesthetic meaning. Surprisingly subtle, graceful details give Japanese commercials a richness of color and depth."<sup>161</sup> . The most popular media in Japan is television. Therefore, it is much more profitable to make advertising on TV. In general, television advertising in Japan, especially in Tokyo, a lot. Basically, this amount comes at the expense of advertising on tabloids, which literally dot the streets of this country.

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161 National creativity - features of advertising of the countries of the world [Electronic resource]. - 2012. - URL: <http://www.adme.ru/tvorchestvo-reklama/nacionalnvi-kreativ-osobennosti-reklamv-stran-mira-22264/>.

At the same time, advertising in Japan is of an entertaining nature, as it is characterized by creativity, bright pictures and colors, and an unusual plot. Japanese advertising is also characterized as crazy or reckless. This applies not only to everyday goods, but also to automotive products. However, the Japanese are able to favorably adjust to the right audience, the country where the product will be delivered. So, for example, in the advertising of Toyota, which was supplied to the German market, were shown exactly the qualities of the car, its advantages. The script was characterized by restraint and clarity. But at the same time, the advertising of the same car in Japan was completely different. Could it be that this is how the usually conservative Japanese unleash their creativity?

Japanese advertising technology and the very psychology of commercials and ads differ significantly from Western examples. The techniques used there in the development and placement of advertising also differ from European or American. For example, television and viral commercials are characterized by frequent and abrupt frame changes. "Poster ads are often placed en masse: walls covered with identical posters are a normal picture for Japan. <...> Multimedia outdoor advertising is used much more actively here than in other countries"<sup>162</sup>.

The Japanese are very fond of filming foreign celebrities in their commercials. There is an opinion that for shooting in Japanese advertising stars get more than for roles in blockbusters. In recent years in advertising for Japan starred such popular actors as Arnold Schwarzenegger, Nicolas Cage, Harrison Ford. The extraordinary nature of advertising does not prevent some commercials and individual promotions from becoming

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162 Shunji, O. 5 facts about the Japanese market of mobile advertising / O. Shunji // [Electronic resource]. - 2015. - URL: <http://app2top.ru/marketing/5-faktov-o-yaponskom-ry-nke-mobil-noj-reklamy-51449.html>

winners of world advertising festivals, including the most prestigious - "Cannes Lions". Thus, three times in the history of the festival, Japan received the Grand Prix in the nomination "Film Lions" - in 1974, 1982 and 1993. Japanese advertising is often included in the gold and silver lists of various nominations. In 2009, two promotional campaigns from Japan also won the Grand Prix in the Media Lions and Promo Lions categories.

"Several components of successful Japanese television advertising should be emphasized: creativity; visibility; the main emphasis is on the image, not on the specifics; great attention is paid to details and minutiae. Each frame of Japanese advertising represents a part of the overall semantic picture; traditions, elements of Japanese culture"<sup>163</sup>. To supply products to this country, one should not forget about some barriers and problems that will stand in the way. The language barrier makes it impossible to work independently in this country without proper training. You need at least a connection with foreign colleagues and translators to help with translation and preparation of the necessary documentation.

The Japanese mentality itself. The Japanese themselves have always been an isolated people, and they themselves have chosen such a policy. Therefore, in order to earn their trust and customer base in this country, you have to respect their traditions, somehow insert it into the advertising, and demonstrate the qualities. Also due to the previous point, another barrier stands out. Due to the specifics of the Japanese business mentality and market, it will be difficult to carry out negotiations and transaction support independently. Self-organization of meetings and visiting exhibitions, thanks to which it will be possible to gain experience that will contribute to

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163 Features of national advertising in different countries [Electronic resource]. - 2014. - URL: <http://bizhint.net/biznes/resheniya-dlya-biznesa/reklama/osobennosti-natsionalnoj-reklamvi-v-raznyix-stranax.html>

the promotion of their own products, causes in this situation many problems. But they can be solved with the help of people who know the country and the language. It does not necessarily have to be representatives of Japan. Now the study of Asian culture and language inclusive is becoming more popular, so it is not such a big problem to find a specialist in this field from Belarus. These are the main nuances that should be taken into account when supplying products to this country.

In order to supply Minsk motorcycles to Japan, you need to choose the model that you intend to supply. This should be done in order to weed out the unsuccessful models of the company, which, unfortunately, it had. The choice can be made in favor of the Minsk M 125 Sport series of motorcycles. It is a joint product of Belarus and the UK. The design is noticeably different brightness and those features that were not noticeable in other models. This should also include the fact that this motorcycle is entirely sporty. This model also participated in various competitions not only in amateur, but also professional. In addition, the technical stuffing of the M 125 Sport is much better than the previous models.

In quality, Minsk motorcycles practically do not differ from some Japanese models. Bright design has already brought a plus in the piggy bank. If you take into account the specifics of Japanese advertising, especially those that run on TV, it is necessary to find a creative solution to this issue, as well as to create a semblance of individuality of the motorcycle in advertising. Something that would make it stand out among the Japanese giants.

People in Japan who are involved in motorcycling or have something to do with motorcycles can be divided into two categories: professionals who compete in serious competitions and amateurs. The first category is more difficult, as these people often have already decided on the brand-favorite.

Not wanting to risk their health and already established reputation, they are unlikely to want to buy an untested motorcycle personally and only recently appeared in the country. Therefore, the M 125 is aimed at the second group, which includes people, mostly teenagers, who lack thrills and want a new motorcycle, not a used one. The cost of Minsk motorcycles allows them to do this, as it barely exceeds the average amount of a used motorcycle of a well-known Japanese brand. Also, when creating advertising in this country, you need to take into account its unspoken criteria for the production of an advertising product. You should not even look at the specifics of the product and audience. To begin with, you should take into account the mentality and culture of the country so that the effort is not wasted.

To get around some of the competition issues, you can team up with one of Japan's biggest automobile giants, like Volkswagen and Suzuki have done. In this way, many of the problems associated with the language barrier in business can be avoided. Also, there will be support from the Japanese, which is very important, as it is planned to supply Minsk motorcycles to other countries. It would be more profitable to cooperate with Suzuki. This concern is the most popular, so under its patronage it is realistic to promote its products, avoiding most of the problems. If this option is not accepted, then it remains only to emphasize the quality and novelty of products, demonstrating this in advertising. Unfortunately, this option may take much more time, effort and money.



**Eugenia Shitko**

## **Strategy of advertising promotion of Sonza's products to the Chinese market**

"Sonza" is a modern, dynamically developing enterprise producing laundry detergents, household chemicals and personal hygiene products. Strict quality control is maintained at all stages of production. We have our own laboratory. This allows to ensure high quality of the products manufactured, capable of meeting the highest requirements of consumers not only in our country, but also foreign buyers. The company produces a wide range of products under the brand names April, Mara, Chaika, Sunday, Fedora, Suprim, Voskhod and Krasa. The production facilities of this enterprise are located in Osipovichy, Mogilev region.

Just a year after the start of sales, Sontza has become the leader of the laundry detergent category in the territory of the Republic of Belarus. "The company has an extensive geography of deliveries to CIS and EU countries and is actively developing product exports. April Evolution and Sunday laundry detergents have phosphate-free formulas, which gives access to regulated markets in some EU and CIS countries. The innovative approach to technology and product development provides the company with a strong competitive position and allows it to develop its business by offering customers marketable products"<sup>164</sup>. The list of Mara Uzor Czystyszysz products includes such varieties of powder as "Morning Freshness", "For Color", "For Baby", "2 in 1 with conditioner", "For Color 2 in 1 with conditioner", "For White", "Juicy Lemon".

In order to promote its products to the markets of other countries, in

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<sup>164</sup> About the company [Electronic resource]. - 2012. - URL: <http://www.sontsa.by>

particular China, while expanding relations and generating income, it is advisable to develop relations with the Chinese market and introduce its products to the residents of this country, for example, the powder "Mara Pattern for Children". It is specially designed for safe washing of children's clothes and linen, as well as clothes of people with sensitive skin. It is distinguished by the reduced content of enzymes and aggressive surfactants, the absence of dyes, the use of hypoallergenic fragrance. The powder does not contain phosphates and soap. It should undoubtedly interest the entire female consumer audience in China.

"The fastest growing advertising market in the world is China's. It has a total turnover of more than 500 billion yuan and over \$80 billion in revenue for advertising companies across the country in 2014. This is twice as much as in 2011. Millions of consumers and large capital are the main drivers of progress. But it should be noted that the market is in a stage of active development, dynamically changing and it is necessary to follow these changes"<sup>165</sup>. It should be remembered that each type of advertising has its own specifics. Outdoor advertising is very common in the PRC and is characterized by high cost and high density, which adversely affects the effectiveness. Print media has great potential because of the country's Soviet system of voluntary and compulsory subscription. The sectoral press is distributed through administrative channels, and advertising in it is very effective because the information goes directly to the target audience. TV-advertising is very popular among the population, the market is occupied by large companies that are willing to pay a lot of money for the promotion of their products. Type of advertising is expensive with a high level of competition. Advertising on the Internet comes to the forefront with a reach

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165 Zviriansky, A. Translation subtleties or peculiarities of advertising in China / A. Zviriansky // [Electronic resource]. - 2008. - URL: <http://bizhint.net>

of 500 million users. 10% of the budget of all advertising campaigns in China is spent on shternet. Now most of this type of advertising is banner advertising, with search contextual advertising in second place. Informational advertising - directories, catalogs - is less effective, as Chinese society actively uses informal business relations and "guanxi" recommendations. This cultural aspect should also be taken into account.

Speaking of the flourishing advertising business in the Celestial Empire, it should also be noted that the government controls, or even more correctly, doses advertising, protecting consumers from oversaturation. For example, television has its own specific rules for broadcasting advertising - a commercial is launched on the air no earlier than 45 minutes after the start of the program. Recently, the responsibility for the provided advertising has become stricter, both for manufacturers of products and for advertising agencies, "stars", actors who advertise poor-quality goods and services. The authorities urge to take care of their reputation. We remind you that in China, "saving face" is critical!

So how can you describe the average Chinese consumer? How does he behave and what does he like? A composite portrait can be drawn up on the basis of numerous studies. "The average Chinese consumer is between 21 and 40 years old and lives in Beijing, Shanghai or Guangzhou. His monthly salary ranges from 10,000 to 50,000 yuan. He wants to drive a German BMW car, wear a Swiss Omega watch, and use Japanese Shiseido cosmetics. Going on a business trip, he would prefer the services of French airline Air France. While roaming, he would call his relatives on a Finnish Nokia cell phone. On a hot summer day, he will quench his thirst with an American Coca-Cola drink. He will open the can carefully so that the

splashes don't get on his fashionable British Dunhill shirt"<sup>166</sup>.

The logical conclusion is that the Chinese love foreign brands. They argue for this love: better quality, attractive appearance, variety of choices. But how can a foreign company convey to the Chinese user with its mentality, cultural traditions and differences the full value of its product or service? The local market is very specific, it is rich in its own peculiarities and consumer habits. Ignorance of the Chinese language, history, traditions of this country can cost a lot, regardless of whether the company is a young company or a world leader with a hundred-year history. The name of a brand in China should be easy to read, pronounce and remember, simple characters should be chosen, it is important to adapt the name to the local language and consumer.

The Chinese market is rapidly growing, developing and has great potential. The main thing is that we should not forget about its specifics. T. Doctoroff wrote about the rules of marketing to the Chinese consumer in his book. The author identifies several basic rules for successful Chinese advertising, and gives advice, "if all these rules do not work, use a child," because the Chinese idolize children. In China, not only the name of products is of great importance, but also, advertising goods and services, it is important to be careful when choosing colors or even numbers.

An important difference in Chinese advertising is bright and variegated colors, an abundance of red and gold, shimmering, fireworks, and glowing slogans. Perhaps for a European they will look ridiculous, ridiculous, tasteless, but for a Chinese - on the contrary. Advertising with short slogans and slogans is very appreciated and considered professional. Another feature

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166 Zviryansky, A. Translation subtleties or peculiarities of advertising in China / A. Zviryansky // [Electronic resource]. - 2008. - URL: <http://bizhint.net>

of national advertising in China is the absence of the company's address on the poster.

"Today, the most favorite form of PR in China is photographs, which are sure to have some beautiful slogan on them. But it is almost impossible to find images of famous personalities on posters here (only three per 60 advertising brochures), although there are exceptions. Large companies more and more often order short, clear and understandable slogans. As a rule, the Chinese tend to use such words as "new", "better", "important" and other positive ones, but negations ("not" or "no") are under an unspoken ban. Brand names are usually duplicated several times, hidden comparisons and inscriptions in two languages - Chinese and English (Anglo-American) - are welcome, especially if it is already a fairly popular brand"<sup>167</sup>.

National specificity requires advertising specialists to make some observations and analyze the audience. Advertising in China must necessarily be based on national traditions and take into account the peculiarities of life, lifestyle and mentality of the country. The Chinese themselves are familiar with this, but foreign specialists who came to conquer the "advertising" expanses of China, may not achieve much success without taking into account the above factors. Also, when planning the budget, advertisers should take into account the cost of advertising in China and the interests of the target group of consumers.

It is also quite difficult to interest a potential buyer in China because the country's market is oversaturated with foreign-made goods. Despite the fact that the Chinese try to make advertising more concise and reduce information "pressure", the target audience cannot cope with the huge flow

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<sup>167</sup> Lutsik, L. Brevity is the sister of talent, or the blossoming of Chinese pr-business / L. Lutsik // [Electronic resource]. - 2010. - URL: <http://vchae.com>

of advertising. In order to attract consumers' attention "one should strive to point out the exceptional properties of products and create as concise an image as possible. Also, the advertiser needs to fight competition from Chinese producers"<sup>168</sup> .

In this regard, the advertising campaign should be conducted thoroughly: emphasize that the brand is foreign (it is already emphasized by the very name "Mara"), emphasize the relatively low price of the powder, point out the absolute quality of the product, draw attention to the difference in packaging design from the packaging of Chinese manufacturers of powder.

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<sup>168</sup> Features of advertising placement in China [Electronic resource]. - 2010. - URL: <http://pr-life.ru>

## **Eugenia Shitko**

### **Specifics of advertising promotion of "Mark Formelle" products to the French market**

The Mark Formel Group of Companies began with the establishment of the Delomir-Praktik enterprise in Belarus in 2002, which produced underwear and jersey clothing for men under the Mark trademark. In 2003 the organization "Grand-partner" was established with products for women and children. Then "Mark Formel" and "Formel" appeared in turn. Today the network "Mark Formel" includes 18 company stores and 24 outlets, supplies not only in Belarus, but also in the CIS countries. The markets of Russia, Kazakhstan and Ukraine have been mastered. There is an official representative office in Moscow - Trade House "Mark Formel". In order to increase the company's profit, expand the geography of product supplies and create the company's image, it is necessary to promote the products of "Mark Formel" on the markets of other countries, including France - the country where beauty, quality and comfort in clothes play not the least role.

Today, the product range of the Mark Formel Group includes: underwear, including women's corset underwear; sweaters and T-shirts; dresses and tunics; sportswear; sleepwear and leisurewear; underwear and clothing for children, including newborns; thermal underwear. The products belong to the medium price segment, while being characterized by high quality, as well as a variety of shapes and styles. The comfort and quality of Mark Formelle underwear and clothing are ensured by two factors: firstly, an experimental approach to the development of designs; secondly, an extended range of materials used.

Along with traditionally used raw materials (cotton, lycra, viscose), Mark Formel specialists also work with high quality modern fibers such as modal,

bamboo, Trevira®, Viloft®. Original patterns for padding and author's prints are developed in our own design studio. Mark Formel Group's products are produced in small batches - from 150 to 300 units per size, depending on the season, color and style. The assortment is updated weekly - this allows us to quickly respond to market fluctuations in general and changes in demand. Work with clients is not limited to supply: partners of the group of companies are provided with full information about collections, new models, as well as they can count on comprehensive assistance in product promotion. In addition, "those wishing to do so are provided with recommendations on the organization of a retail outlet and sketches of branded retail equipment. Formally, this is not franchising yet, but the management plans to create such a business model"<sup>169</sup>.

As for France itself, the advertising of this country is interesting, unusual and original. According to stereotypes here have the most refined and elegant creativity. Of course, French advertising is characterized by sophistication, but not at all in terms of glamor. The ideas that French agencies such as TBWA\Paris, Euro RSCG and Publicis Conseil present to the world are subtle in terms of ideas and approaches. They are very bold and clever, and the most important thing is that they have a deep subtext. France is one of the countries creating the face of European creativity. Its high aesthetics are reflected in everything, including advertising. French advertising operates with visual images. They are vague and seductive. She is beautiful and perfect in her own right, elegant and sophisticated. For a Frenchman, the pleasure brought by advertising is already in itself a sufficient reason to buy the advertised product. In other words, feelings are

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169 About the company [Electronic resource]. - 2014. - URL: <http://markformelle.mn.ds-bv.net>



often elevated above reason.

Advertising in this country is focused on images and refined creativity, creativity with a twist. It is no coincidence that more than half of French creative directors started their advertising careers as artists. Perhaps that's why there are very few words in French advertising. French advertising is one of those that is a pleasure to watch. That's what it's made for. Impressionism plays a huge role. "France is the cradle of revolution and change, the recognized trendsetter. It has long been the intellectual and emotional heart of Europe. And it has never been an "advertising" country. But here is a paradox (Jean-Marie Drew notes this), in France 65% of the population recognizes itself as "advertisers", advertising French "advertisers" love eyes. In order to "hook" such a fastidious audience, advertising agencies have to be sophisticated, sometimes even epathetic"<sup>170</sup>

As for the language of advertising, French law regulates the use of French exclusively in the field of informing consumers of services and goods, although it is noted that there are a large number of brand names and logos of foreign origin, which are not subject to translation, and, therefore, this fact does not contradict the laws on the use of the French language. "The key words of modern advertising are adverbs and adjectives, most often used in slogans and headlines, contributing to the creation of a more static text and describing the quality and properties of the product, the needs of the potential consumer, the qualitative effect of the application of the advertised product"<sup>171</sup> .

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170 Features of national advertising in different countries [Electronic resource]. - 2008. - URL: <http://bizhint.net>

171 Gulinov, D.Yu. Language climate of modern French advertising / D.Yu. Gulinov // Vestnik. Volgograd State Univ. Ser. 2. Linguistics. - 2013. - № 1. - C. 98102.

The slogan of Marc Formel is very apt in this regard: "The pleasure of good things". In total, there are more than 17,000 people employed in advertising in France, with an average of 6.6 employees per agency. This is also due to such a feature of the French advertising market as the uneven distribution of market shares among advertising organizations. The majority of advertising agencies located in the country are very small enterprises. The staff of more than 70% of advertising agencies is less than 10 people. And at the same time, fewer than 18 agencies with more than 100 employees employ 1/4 of all those working in advertising. "French advertising has until recently lagged behind advertising countries such as the UK and especially the US. In the U.S. and European Union countries, advertising averages 2% of gross domestic product (GDP), with the highest level of 6% in North America. In France, advertising accounts for no more than 0.6% of GDP. However, this does not prevent French advertisers from taking leading positions in European and world advertising by many indicators"<sup>172</sup>.

The main competitors in the French market are the recognized brands "Chantelle" and "DIM". It doesn't matter what kind of underwear a woman is wearing, as long as it is made in France. And this is not a joke. When choosing lingerie, French women attach serious importance to its fit, quality and sophistication. In fact, French lingerie is a garment and at the same time a seductive accessory. It seems to become a part of the life of its owners. In addition, it is worthy of respect that French manufacturers, taking care of women, use high quality expensive materials in their models. It is recommended to start your transformation into a Frenchwoman with the purchase of new underwear. But often women get tired of such luxury and pretentiousness. That's where you need to put into action advertising "Mark

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172 French advertising [Electronic resource]. - 1999. - URL: <http://allrefs.net/>

Formelle". Underwear, and even more so pajamas, which will be advertised in this country, are more simple, but no less attractive and comfortable than their counterparts in France.

Several "Around the World with Mark Formelle" videos have already been filmed, colorful and using rousing songs. The most recent one was filmed in Portugal. France will not be an unnecessary country either. So, in the video you can use the most famous places in several frames, for example, Paris or Provence. Given all of the above, you can make the following conclusions about creating a commercial. First, it is advisable to create a video animation in French, use the slogan "Marc Formel", but the video should be virtually wordless, memorable frames, not very long in time. Secondly, the music should be matched to the picture on the screen, the melody should be memorable, and the image on the screen should affect, first of all, the feelings of potential customers, especially since it is a female audience.

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