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MARKETING STRATEGY BASED ON THE EXAMPLE OF MOBILE TELESYSTEMS

This article discusses the concept and objectives of PR (public relations), provides examples and cases based on MTS (Mobile TeleSystems).

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The main task of PR is the formation of the company's image. This includes interacting with the media, preparing press releases, and searching for information guides. There are a lot of information guides in large companies such as MTS, and this is also part of the promotion of products and services [1].

Working with reputation is a separate area. This includes the implementation of a global communication strategy and support for social projects. We also interact with various agencies, including creative ones.

Now, in our reality, in order for PR to work for free, you first need to invest in it. When you say yourself that you are good, it is an advertisement. When someone else says you're good, it's PR. PR is still better. It's always good when others say good things. Collaborations are one of the PR tools.

Types of collaboration that exist:

1. joint projects of several personalities;
2. personality and brand projects;
3. projects of several brands.

PR is native advertising, not direct, such as partnerships, collaborations, television, radio, and more

In today's world, many events and trends come from outside, and it is important for companies to adapt to them. When a blogger advertises a product, he should not clearly indicate that it is an advertisement. For example, if a person uses a bank card himself during a trip and shares his experience, this creates trust among customers [4].

Collaboration with bloggers or influencers can significantly increase interest in a product.

One of the important areas of the PR department is social projects. Corporate social Responsibility (CSR) is a strategic area of MTS business. Since 2007, the company has been a member of the local network of the UN Global Compact, which supports the Sustainable Development Goals. They integrate these goals into our activities and believe that social activity has a positive effect on the company's image [3].

It is important to understand that not all projects work. When launching a new project, you should always ask yourself the question: "Why are we doing this?" The company does not just master the budget or create projects for the portfolio. She analyzes each project and its impact on the image [4].

The 21st century is the era of technology and gadgets, and it's all about the future. For example, a project related to neural networks has become a real trend in 2021. Many brands have already worked in this direction.

MTS noticed this trend and realized that if a company positions itself as a technology leader, it must actively work with new technologies. Acquaintance with neural networks began during the celebration of the 20th anniversary of the company in the summer of 2022. It was a bright event. Then MTS decided to celebrate 21 years and talk about tariffs and services in a new way. They did not want to make a regular selection of tariffs – it would be boring and uninteresting [3].

The company paid attention to artificial intelligence and decided to look at the company's 21 products through the eyes of a neural network. They generated 21 images that illustrated tariffs and services, and organized an exhibition at the Art Belarus gallery, which was free for everyone. The exhibition was originally planned to be held for only a week, but due to great interest, it was extended for another week.

One of the central images of the exhibition illustrated MTS subscribers. Subscribers are not just people with mobile phones. They represent the most valuable part of the business, and they are the ones that allow the company to grow. MTS saw them as the main "diamond" of the company [3].

After the exhibition, the company did not stop there. At the opening, they held a lecture on the future of artificial intelligence, and in the summer they had a platform with various activities, including free lectures on technology.

After the end of the exhibition, the paintings were not hidden, but placed in regional communication salons throughout the republic. They now decorate MTS flagship showrooms. Each of these images was accompanied by information about products and services, which helped to maintain a connection with the brand.

It is important to prolong information flows, which usually disappear quickly from the news agenda. For example, the company has been implementing a podcast project for six years, which began with stories about interesting places and gradually expanded to discussing topics in regional centers [3].

Cyberbullying is a serious problem, and in this situation, the role of parents and adults is extremely important. Their support can have a decisive impact on overcoming the difficulties faced by children. MTS understands this and decided to create a project aimed at helping children affected by cyberbullying [2].

After developing the basic concept of the project, the company began to actively create additional content to promote it. For example, they launched a series of videos on TikTok with useful tools against cyberbullying, which have collected 75 million views. The company became one of the first commercial brands to venture to use TikTok for such purposes, and our move proved successful [2].

For the anniversary of Instagram, MTS has developed a unique mask that only changes filters and demonstrates that it is important to remain yourself – both on the Internet and in real life. They also created sticker packs and held charity events, supporting our project and drawing attention to this important topic.

One of the most significant aspects of the project was the creation of a series of videos with real stories of children who faced cyberbullying. MTS worked in collaboration with social centers and psychologists to collect these stories and artistically process them, emphasizing the sensitivity of the topic. Well-known Belarusian personalities, including esports athletes and bloggers, took part in the project, which helped to convey our idea to a wide audience.

The company's employees were not limited to children, but actively worked with teachers, including them in webinars and events. This project has become a platform for expertise in the field of cyberbullying – they have systematized approaches and created materials that are now available for free on the site [2].

It is important to note that long-term work on the project allows you to create many different initiatives and target different target audiences. MTS is confident that creating a sustainable space for discussing cyberbullying issues is the key to solving them, and the project has become a significant step in this direction.

Another inspiring example of partnership is a project with the Ministry of Education. MTS began creating video tutorials on school subjects at the beginning of the pandemic in 2020, when there were ambiguities about the educational process. The company asked itself the question: how will children learn in a distance learning environment? In this context, they also took into account the needs of applicants who usually studied with tutors, but now faced restrictions [3].

As a result, they decided to develop a tool that would help applicants repeat difficult topics to prepare for centralized testing. MTS analyzed statistics and identified three subjects in which students traditionally have difficult moments – mathematics, physics and the Russian language. The company understood that the Internet is full of content, but it was important to create materials that comply with the Belarusian program and the requirements of centralized testing.

To achieve this, MTS was seeking experienced teachers who could not only teach in schools, but also help students prepare for university admission. As a result, the company produced videos that fully aligned with the school curriculum and made them available on the website of the National Institute of Education, which is accessible to all schools in the country [3].

Their work was organized in such a way as to avoid the imposition of social advertising. The company tried to do it carefully and naturally. Collaboration with experts and organizations allows you to create valuable and relevant projects that really help people.

We must not forget about brand positioning and global strategy. If, as an MTS company, it is necessary to associate with technologies, then it is necessary to actively use them in various projects.

It is necessary to look for creative ideas. However, it is important to remain brave, but not reckless. Sometimes it is better to hold a campaign with a negative risk than not to declare yourself at all [4].

When we talk about brand promotion, it is important to take into account how it is perceived in society. Brand awareness is a key success factor. Once a company has achieved a certain level of fame, promotion becomes easier. For example, large companies such as MTS no longer need large investments to increase their recognition, since their name is known to everyone. MTS, as one of the largest mobile operators in the country, does not set itself the goal of constantly increasing awareness. However, it is important to understand that this can be a real challenge for local brands, especially in such complex areas as banking [1].

In conclusion, it is emphasized the importance of collaboration with expert partners in order to achieve success in various projects, especially those that require specialized knowledge. MTS has several examples of successful partnerships, such as working on a cyberbullying prevention project with a non-profit organization and collaborating with the Ministry of Education to produce video tutorials during the pandemic.

These partnerships not only bring in the necessary expertise but also allow us to tailor educational resources to meet the specific needs of students. This approach, based on collaboration with professionals, contributes to the creation of high-quality content that meets the demands of the educational system.

In addition, it is important to note that successful projects can be implemented not only in the social sphere, but also in other areas. This highlights the versatility and significance of partnerships as a means to achieve high results in various initiatives. The emphasis is also placed on the quality

of event planning, emphasizing that it can be challenging to create a successful project without the expertise of professionals.

Creativity and courage are essential in implementing social projects, particularly those aimed at adolescents and young people. It is not only important to take the initiative but also to act with meaning, based on a deep understanding of current issues and trends.

In this context, it is crucial to use experience and analytical materials to identify pressing problems such as cyberbullying. Despite its topicality, this issue has long remained out of sight. By using our knowledge and insights, we can address this problem and create positive change in the lives of young people.

It is essential to communicate with different specialists and analyze situations from various angles, which helps not only to identify current issues, but also to anticipate them. Successful ideas have the potential to inspire and gain recognition beyond their home country. Understanding the target audience and adjusting communication strategies in a rapidly changing media landscape is also crucial. As a result, an integrative approach that combines creativity, critical thinking, and a thorough understanding of the specific needs of the target group is emphasized.

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