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MODERN ADVERTISING TECHNOLOGIES IN BELARUS

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Резюме – в современном мире реклама играет важную роль в экономике. Постепенно она заполняет все сферы общества и каждого отдельного человека в целом. Реклама выходит на новый уровень, потому что все, что нас окружает, есть реклама. В данной работе рассматриваются новые рекламные технологии, используемые в Республике Беларусь.

Summary – in today's world, advertising plays an important role in the economy. Gradually, it is filling all spheres of society and every individual person in general. Nowadays advertising is reaching new and better-equipped stages, because everything that surrounds us is advertising. New advertising technologies used in the Republic of Belarus are considered in this paper.

Introduction. Currently, advertising plays one of the most important roles in the formation of brand image and its target audience. With the development of technology, innovation and the emergence of the Internet in general, advertising has become more common and effective in its work. Modern advertising technologies in Belarus help to promote goods and services in the sales market. The use of different product visualization helps customers to visually see the product and sellers to show it at its best, thereby increasing sales. The purpose of this paper is to consider advertising technologies used in Belarus, how they affect our society and the running of business in the country.

Main part. In today's society, when people are used to consuming information quickly, which is what advertising is, it is considered a great way to grow business. Generally speaking, advertising is a notification, or the creation of publicity, attracting people to buy a particular product or service [1]. The development of advertising is gaining more and more coverage and is beginning to isolate its separate types.

Internet advertising is one of the most popular ways of advertising in our country. With this type of advertising it is possible very quickly to reach the audience due to the fact that now almost all people use the Internet. Also, another plus of advertising on the Internet is that the gadgets used by people track activity and visited sites, thereby sorting advertising and selecting what will be of interest to a particular person. A very important part is contextual advertising, the process

of which we described above. It is shown in all search engines, as well as downloaded applications, pop-up sites, etc. In addition to contextual advertising, there are targeting ads. They have all the properties of contextual advertising and is the same way of promoting products to a specific target audience with specific requests, that is, when advertising is fully aimed at the desires of the person.

Let us consider the traditional methods of advertising, which have been used for decades by producers of various goods and services. This is advertising on TV and radio. The older generation has a greater prevalence of such advertising, because the modern generation is already using the Internet resources. The disadvantages of such advertising is that it does not adjust to the consumer and thus limits the choice, that is, there is no interaction with customers [2]. This type of advertising is gradually leaving the industry.

The next type of advertising can be rightly considered mobile advertising. It is currently the most rapidly developing segment of advertising, and most of the population of our country uses this type of advertising, because almost everyone has a cell phone and it allows the consumer to deliver ads to any place and time without effort and cost of time. Therefore, this type of advertising in all respects prevails over traditional advertising, which in turn is losing its importance, prevalence and effectiveness among the population every day.

What concerns advertising on social networks, almost every Internet user has one or another social network, and it is in them that the user spends a large amount of time during their stay on the Internet. It is because of this advertising in social networks has acquired such a coverage. With the help of social networks the needs of a certain person are identified and on the basis of this an appropriate advertisement is composed, which is somehow aimed at hooking the person and subsequently making him a customer. This sphere also uses targeting, and one of the most important features is the possibility of interaction with the customer.

Outdoor advertising is a variety of signs, posters, booklets, and anything else that can attract customers when they are away from home [3]. Basically, billboards are used in such advertising. There are some disadvantages: the small amount of information that is aimed at quick perception, also high prices for placement of this type of advertising and the difficulty in finding a location.

Conclusion. In this way, modern advertising technologies in Belarus help businesses to develop by attracting customers. Nowadays it is very important to choose the right type of advertising that will be most effective. Using each of the above types of advertising attracts any audience, but it is important to consider that the Internet has become an important component of life around the world and it is the advertising, which is placed directly in it gives the greatest audience coverage and an increase in profits and entrepreneurs. When choosing advertising, the company must take into account the target audience and all the features of the product, while using all kinds of tools for promotion.

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KOMMUNARKA DURING THE ECONOMIC CRISES IN 2022

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Резюме – данная статья рассматривает влияние санкций 2022 года на развитие и деятельность крупного белорусского предприятия «Коммунарка». Определены основные трудности, с которыми столкнулась фабрика, и указаны антикризисные меры, благодаря которым удалось сохранить качество и доступность продукции для основных потребителей.

Resume – this article examines the impact of the 2022 sanctions on the development and activities of a large Belarusian enterprise “Kommunarka”. The main difficulties faced by the factory are identified, and anti-crisis measures are indicated, thanks to which it was possible to preserve the quality and availability of products for the main consumers.

Introduction. Factory “Kommunarka” is one of the largest producers of confectionery products in the Republic of Belarus. Every year the company produces more than 27 thousand tons of sweet products. The wide assortment of the factory has more than 350 names of confectionery products [1]. Export supplies during the previous years were constantly increasing. Sale of chocolate in 2021 compared to 2020 increased by 11 times [2]. However the geopolitical situation and the sanctions imposed in 2022 affected the work of many Belarusian enterprises, including the confectionery factory. It was a test of the strength of the entire Kommunarka team. The hard-earned reputation was at stake.

Main part. The first issue the enterprise had to resolve was supply of cocoa beans, raw materials, which are the main specificity of production. They are imported as cocoa beans do not grow in Belarus. The main supplier countries are Cote d'Ivoire and Ghana. And even without sanctions, this market has been experiencing serious turmoil in recent years: sometimes there is a cocoa bean shortage due to poor harvests, which results in a high price, and sometimes taxes