

Conclusion. Thanks to the methods and tools in neuromarketing, it is possible to understand the true consumer response to certain marketing stimulus and obtain reliable research data to develop the most effective advertising communication. However, there is a downside in the study of subconscious reactions in order to sell as much as possible to the consumer:

– Breach of confidentiality. Companies can “read minds” of their customers. This violates the principle of confidentiality.

– Physiological discrimination. The data obtained in neuromarketing research may contain information that a particular product is targeted for people with certain physiological features (visual impairment, hearing, taste, tactile receptors, smell), which is called discrimination.

– It is also possible in the future to introduce an automatic price increase when registering certain parameters of the buyer's organism (for example, a price increase for a drink if a person is thirsty).

Also, under the guise of neuromarketing, various “non-standard” methods of attracting customers are often presented, which, however, are not directly related to neuromarketing: for example, the aromatic design of the premises. In this way, from the obtained results it can be concluded that there is no need to use neuromarketing to study customer preferences due to the lack of scientific elaboration of these methods and low practical value at high costs of obtaining results.

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MEASURING DESIGN

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Resume – One of the key questions for many companies is how the value of design can be measured. Being able to measure the ROI of design is important for three reasons. First of all, business needs to know the real value of investments in design. Secondly, design managers and leaders are often asked to provide evidence of success. And thirdly, design is often utilized to meet business objectives. That's why the issue of measurement of design's contribution to the business process shall not be ignored.

Резюме – Один из ключевых вопросов для многих компаний – вопрос оценки ценности дизайна. Важно иметь возможность измерить рентабельность инвестиций в дизайн по трем причинам. Во-первых, бизнес должен знать реальную стоимость инвестиций в дизайн. Во-вторых, дизайн-менеджеров и руководителей часто просят предоставить доказательства успеха. И в-третьих, дизайн часто используется для достижения коммерческих целей. Именно поэтому вопрос оценки вклада дизайна в бизнес-процесс не должен остаться без внимания.

Introduction. "Good design is good business," said Thomas Watson, president of IBM [1]. To build a good business, it is necessary to evaluate, measure and plan, including design in the plan. Design-management is an important issue of measurement of design's contribution to the business process for decades. Some of the companies, for example Apple or P & G, succeed. They maintain statistics on projects with design, drawing conclusions about what results design has brought. Other companies are only aware of the role of design in business.

There is no advice. Still, is it possible to measure the use fullness of design? Summarizing the experience of research and practice, Thomas Lockwood, President of Design Management Institute, offers 10 categories of design measurement, which help to identify and measure the contribution of design to business. In some cases it is possible to quantify, in other cases – to give a quantitative evaluation [2].

Design can be measured in terms of “purchase influence” and emotional impact. "Money buys, but emotions sells", said Hartmut Esslinger, founder of the design consultancy Frog Design. This is especially true with emotional effect of design [3]. The brand sells emotions by using a unique design, which connects the customer and the product. Old good example which can be attributed to several categories of value creation is Starbucks. In the late 1980s, three players - General Foods, Nestle, p & G - dominated the American coffee market. Coffee was sold in eateries, cafes and canteens. It was usually cheap – \$ 1 per cup. When Starbucks had come on the market, it sold a cup for 3\$, but in luxury and elegant interiors. The coup was created by the strategy and its competent embodiment in design. Then, brands were selling not coffee, but a "place to meet" and "creative atmosphere." People are willing to pay high prices for emotions, so good design helps to create added value [1].

Design can enable business strategy and enter new markets. Designer James Dyson spent 5 years and 5127 prototypes to create a fundamentally new design for vacuum cleaner, but it is not impressed Hoover, Philips and

Electrolux. He had to start his own company and enter a new market. Now Dyson's annual turnover is more than 300 million dollars, the brand is represented in 24 countries. As admitted by Dyson, design helped him to become a pioneer, develop a new strategy and open up a new market [1]. British Airways is another example of company that has utilized design to create products and services that have differentiated it from others in the market. British Airways set out to increase long-haul international flights. After extensive studies designers came up with the first seat that could recline completely flat. This increased sales and profitability considerably for British Airways [3].

Design builds brand image and corporate reputation. Brand and branding strategy are embodied in the design of a product or service. Design performs strategic tasks at the level of communication with the consumer. Good examples of the role of design as image are almost all premium brands. For example, design is crucial to successful communications strategy for the banking sector. Umpqua bank is a clear example of design-management in the industry. The chief executives of the bank adopted the design in their business strategy and changed the whole experience with clients in 2003. For 3 years Umpqua bank took the first place in the market of deposits for individuals with a share of 43%. Ray Davies, president and CEO of Umpqua Holdings Corporation says: "Of course, investment in design paid off not only the company's growth and money, but also the entire image" [1].

Design improves time to market and development process and allows saving on logistics. One of the points of the IKEA's design program for developers is "transportation features". IKEA's saving on transportation and storage of each package exceeds the industry figures of furniture manufacturers in 3-4 times. So, the optimization of the design process helps to seriously reduce the time of development of a new product. For BMW, the introduction of computer simulation and styling technologies, as well as checking the defects of exterior and interior of a hull, reduced the time of development of a new model by 55% and the overall budgets of the project – by 20% [1]. Design is an investment, where the returns can be evaluated. According to the case of The British Design Council, the organic chocolate of a small family-owned British company Green & Black's was sold as a niche and specialized product. However, after packaging design had been changed, sales increased by 61% in a year. Total sales increased by 789% since new design was introduced, and the market share increased from 1% to 7,4% [1]. There are numerous studies conducted that show that companies that are design-driven were found to be stronger on all financial measures.

Design enables product and service innovation. This is mainly attributable to the success of Apple's strategy. The company is a world leader in design-innovation, which destroyed traditional ideas about the strategy of business in electronics. Few people know the hard drive and accessories in Apple iPod are from Toshiba and other suppliers. From 1998 to 2007 the company spent 5, 9% on technological research and development while the industry average was 7,6%. Apple admits that it is not going to create radical technological innovations, but consistently builds its strategy on design innovations using existing technological developments. According to Hartmut Esslinger, founder of the design consultancy Frog Design, Apple invests in two key areas of the company's business development – supplies and design [1].

Design can also be used to increase customer satisfaction. Brand perception, loyalty and familiarity are affected by the design [2]. At first sight the word "loyalty" is associated with "loyalty programs", which are developed by banks, shops, medical centers, in order to attract and retain customers. However, it is often impossible to form loyalty using promotions. What is the basis for loyalty? Emotions, sensations, feelings, perception form loyalty. Not so long ago, experience design has become the direction for development of such companies as IBM, Microsoft, Apple and Lenovo.

The value of design is also related to how many patents the design can get for the company. James Conley, Clinical Professor of Technology Industry Management and (by courtesy) Mechanical Engineering, is sure intellectual property is also being created with design. Patents, rights, trademarks, protected and created with design, are almost eternal intangible assets. For example, Apple was created with design innovation, which is primarily registered in US patent № 6731312. Not only the first design of model, but also the function and design of the iTunes web-interface were patented. Apple's patent is extremely valuable and adds to the company's valuation [1]. Design improves usability. Is there a difference between the IKEA's tea cup by designer Susan Pryuk and an ordinary tea cup? There is. The first is convenient to hold and there is a water drain on the bottom, so that you will not douse yourself after drying in the dishwasher. The second is sometimes unstable, has an uncomfortable handle which "breaks your fingers". There is no drain for water, of course. Often there is an equal sign between "improvement" and "increased costs", but the possibility of design is to seek solutions that can reduce costs. IKEA is a vivid example where design is a creative asset that helps to build a company's business in an economical segment.

Design can also be measured by its impact on the environment. A good example is how on airplanes, drinks are typically served in small cups. While bigger cups could be provided, airlines strategically use design to limit environmental wastage, prevent customers from going to the bathroom all the time and creating aisle traffic, limit expenses on drinks [2]. Design improves sustainability. Sustainable development (in most cases, energy saving and correct disposal) sets the direction of design and strategic tasks for design management. Green design has become a fashion trend, which brings money. Fashion and modernity determine the price.

Conclusion. These categories of design measurement help to identify and measure the contribution of design to the business process. Understanding of this contribution creates space for effective design-management, for building a business strategy, which increases the chance of company's success and its competitiveness.

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PRODUCT PLACEMENT: HIDDEN ADVERTISING TECHNOLOGY

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Resume – It is impossible to imagine the modern world without advertising. It is generally accepted that advertising is the engine of commerce. Due to advertising, consumers can easily learn about the appearance of new products or services or about various discounts and promotions on the existing products. Nowadays, advertising is distributed not only on television, radio or in newspapers, but new, more modern ways are emerging.

Резюме – Современный мир невозможно представить без рекламы. Общеизвестно, что реклама – это двигатель торговли. С помощью неё потребители легко могут узнать о появлении новых товаров или услугах либо о разнообразных скидках и акциях на уже существующие товары. В настоящее время реклама распространяется не только привычным для всех образом на телевидении, радио или в газетах, но и появляются новые, более современные способы.

Introduction. Product placement is a necessary advertising technology that can be used by companies which want to acquire new customers and create customer loyalty. Also this technology does not irritate potential consumers with aggressiveness. The product placement market reveals potential growth. However, the underdevelopment of this segment in the domestic market, in some ways inhibits the development of hidden advertising technology in Belarus.

The main part. Product placement is a method of placing half-hidden advertising in plots of films, books, magazines, in television programs, in clips of music channels or computer games. Judging by the films and television series that are coming out on screens nowadays, we can say that this marketing technology has grown into a real industry, which is adapting media (cinema, video) specifically for brands. Advertisers have a task to increase brand awareness of a product, and they place advertising in such a way that it cannot be avoided. Product placement in this case is the most effective advertising medium. As a rule, such hidden advertising shows the advertised product itself, its company, or directly mentions its purpose, quality or a method of use [1]. All in all there are 5 types of product placement:

1. Visual type which means demonstration of the advertised product or logo in the scene.
2. Verbal (phrase or dialogue which advertises a product, service or company) or non-verbal (sound, which is associated with the product or company) types.
3. Kinesthetic type which includes scene with the use of the product placement object.
4. Pass-through type. It is the integration method in which the promoted brand becomes one of the “heroes” of the film.
5. Reverse type. It is the type of product placement in which the brand is created especially for this film and after the successful distribution of this picture it appears in real life [2].

This area has a number of unwritten rules that guarantee, in particular, the correct display of the brand in the frame. First of all, advertisement of a product or a company logo, which is considered to be successful, never appears in minor episodes of the film. According to the survey the lower duration of product appearance in the frame is determined by the characteristics of human perception and it is at least 12 frames. And the upper duration of placement is determined by the characteristics of the human psyche (or more simply, by patience). The scenes with constant or frequent presence of the product in the frame take 3-5 minutes. It is very important for the actor always to keep the product in such a way that the logo is either completely open or partially covered by the hand, but it can never be covered by hand completely. And finally, brand is much more memorable, when it is "taking" part in the action of the film, rather than the one that was just showed for some time on the screen [3].