

Innovation center of commercialization was opened. Its purpose is to support scientific and technical and innovation projects of the venture companies.

Conclusion. Thus, it is possible to make a conclusion that for implementation of the drawn-up plans of further development of the Belarusian-Chinese relations in various spheres it is necessary to develop measures on cooperation with regions of China and use capacity of the Chinese-Belarusian industrial park "Great Stone" as an element of the international project "One Belt, One Way". The relations of Belarus and China will strengthen relations between the East and the West in social and economic and political spheres.

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GUERRILLA MARKETING AS A WAY TO IMPROVE ADVERTISEMENT EFFECTIVENESS

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Resume – This article focuses on one of the problems of modern world’s marketing as an important part of doing business, analyzing and describing the deterioration of traditional advertising effectiveness revealed in the “banner blindness” phenomenon. This problem is suggested to be solved by means of guerilla marketing, an advertisement strategy that achieves its goal through ingenuity and creativity instead of a high investment, and the examples of successive practical application of these means are given by the author.

Резюме – Данная статья посвящена одной из проблем маркетинга как важной части ведения бизнеса в современном мире. В ней анализируется и описывается снижение эффективности традиционных рекламных средств, отражённое в понятии «баннерной слепоты». Эту проблему предлагается решить посредством «партизанского маркетинга», под которым понимается стратегия рекламы, достигающая поставленных целей через искусность и творческий подход, а не с помощью значительных денежных вложений. Примеры успешного практического применения «партизанского маркетинга» также приведены автором статьи.

Introduction. In modern world economy no business is ever done effectively without one specific and admittedly important activity, sometimes compared with the “soul” element of a business as a living body, or with “oxygen” for this body to breathe – advertising. Which is defined, in a simplified common way, as a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea [1], with the marketing itself being a business process of creating relationships with and satisfying customers [2]. Through last twenty years advertisement becomes only more and more natural, always-expected and familiar concept we see and meet everywhere in our lives. We are getting used to it.

And that is the problem.

Advertising in general is meant for raising awareness, drawing on attention, getting people “hooked”, interested in product or service through its thoughtful, inspired and relevant presentation. It is meant to give us the “new gold” of the modern world society – information. With the amount of various “ads” (shortened for “advertisements”) pouring on us from every corner of a street, from every TV channel and every application (or “app”) in our smartphones we’re enforced to take in so much of information that we’re basically drowning in it. We can’t handle that much. Instead of becoming interested, we’re getting overloaded, irritated, and uncomfortable by ad’s inescapable intruding. Literally, not “adverted”, but averted. That’s, of course, not the effect any businessman or manufacturer wants to have associated with his product or service.

Effective, positive advertisement becomes only more difficult on a daily basis while customer’s attention is so torn-apart in every direction by the unending sea of ads that people even start to develop a “banner blindness”, a term originated from a phenomenon in web usability where visitors to a website consciously or unconsciously ignore banner-like information [3]. Even though ignorance may be better than aversion that is still not the desired outcome of putting money in an advertisement.

Main part. Still, advertisement remains a necessary investment, even though its effectiveness decreases with time. Rules of modern world economy require it for any business to succeed. So what must be done in

order to overcome these advertisement difficulties? The answer is pretty obvious: keep improving advertisement's tactics and strategies, developing new kinds of ads and untypical ways to represent goods and services.

The one way to do so is guerilla marketing.

Being in its basics an advertisement strategy to promote products or services on the streets or other public places with little money [4], guerilla marketing implies the set of strategies and techniques, executed by unconventional means, and that achieve their goal through ingenuity and creativity instead of a high investment on advertising space [5]. Guerilla marketing makes its stand through an inventive imagination that goes beyond traditional marketing frames. This type of advertisement involves regular elements' of city environment such as street signs, trees, house walls, zebra crossings, stairs, elevators and bus stops and transforms them into ads.



Image 1 – An example of guerilla marketing: ad of an amusement park on the escalator [5]

The winning trait here is that these ads are surprising, being placed where people don't expect them to be and displayed in the way they aren't used to – and thus are catchy. People tend to remember unusual, remarkable cases, and that creates a positive attitude towards advertised product. Standing out of a monotonous flow of classic advertisement forms, guerilla marketing acts similar to guerilla warfare, employing atypical tactics, being irregular and unpredictable. Sometimes it turns out to be so cheap and yet so effective that one can only guess why that wasn't done before.

Guerilla marketing tends to be a compilation of intelligence, flexibility and an effectively used atmosphere, being presented on nearly every available physical surface and even more effective today since people eager to share their feelings and impressions through social media, and that is what this marketing does – evokes stronger emotions and creates a memorable experience [4]. Guerilla marketing is placed surgically, it couldn't follow traditional marketing ways and be repeatedly placed everywhere, thus it relies on the impact made and message sent to become viral and widespread through word-of-mouth. And this reliance isn't for naught for some outstanding examples of these ads.

Such is the “Billboards That Saves Lives” advertisement placed by the La Caja, leading insurance company in Argentina. This company located some of the most dangerous roads and curves and set up advertising billboards that at night illuminate the road instead of the actual billboard [6], showing their care towards people safety. National Geographic's “Missing cat” poster drawn on the bricks of London's Paternoster Square depicts a majestic lion portrait on a 260 square feet of ground space, a portrait that will slowly and inevitably rub away as pedestrians walk across it – which symbolize how lions are being wiped out by human activity and the need to take action before it is too late [7]. Somewhat aggressive initiative presented by fast-food company Burger King named “Burn that ad” involves the use of augmented reality: any posters of other companies caught on the smartphone camera is shown “burning out” on the screen while replaced by Burger King' own poster, highlighting the famous flame-grilled quality of company's food. Each person to do that isn't only entertains themselves, but also gets one free whopper in order to build on customer's loyalty [8]. And an image of happy married couple splitting on sides on the opening of elevator's doors then shoving a divorce advocate contacts on the elevator's inside is also a vibrant example of guerilla marketing.



Image 2 – An example of guerilla marketing: making people to try on new watches [5]

Conclusion. However effective and memorable, guerilla marketing isn't flawless nor versatile. It involves risks of message being misunderstood more than average advertisement does because word-of-mouth advertising does not always stay focused enough to present the intended message [4] and must be authorized by government authorities to be legal since it requires the use of public space. It isn't always cheaper than usual advertisements, and of course the demand of imagination capacity is tall. Guerilla marketing must be used in the right place on the right time, and should be thoroughly calculated. High risks and high rewards – such is the nature of this type of ads that designed to be an icing on the cake, a quick promising start for the market newcomers, a flaring firework that is as precious as it is fleeting. Guerilla marketing allows to break through ignorance, to charm, to catch a customer's interest, to enable sudden burst of attention towards advertised product. How the created momentum will be used by the beneficiary and how profitable will it be in the end – depends only on his skills and proficiency, obviously required to do business in modern world economy.

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NATION BRAND AND ITS EFFECT ON THE CONSUMER

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Резюме – Not only nation brand and its country of origin have a deep and intricate connection, but studying and understanding this connection helps countries build a national reputation and their image in audiences' perceptions.

Резюме – Национальные бренды и страны их происхождения не только имеют глубокую и сложную связь, но изучение и понимание этой связи помогает странам создать национальную репутацию и свой имидж в глазах публики.

Introduction. In the time of global competition and information overload which consumers are faced with, the origin of a brand has become an important aspect of the decision making. The status of the nation itself exerts a significant influence on the process of decision-making, making it easier to draw a conclusion as well as lessen the hesitation.

Main part. Studies has shown a great influence of the origin of a brand on its consumers, which reputation builds up over the years and causes a significant rise in profits. Eight out of ten Americans, for instance, would prefer a product made in Japan over one that was made in China as a result Japan's reputation and China's damaging association with products of low quality and cost. Over the years South Korea established itself as the trendsetter in beauty and health products, leading in cosmetics field.

In exactly the same way years ago Italian luxury products were famous and people all around the world were, and still are, proud to be owners of any 'Made in Italy' product – from shoes to cars. Products made in Germany and Switzerland are held in high regard, the latter being particularly famous due to its high-end and expansive watches, expertly operated banking system and mouthwatering, high-quality chocolate.

Choosing between two products from different countries, the person will choose one from the country he prefers the most, occasionally disregarding any other reasons. Thus creating an assumption that country's success in different fields not only can be but should be manipulated and artificially elevated through country's image to enhance its sales and, as a result, profits.