

3. reaching an agreement;
4. implementation of the agreement.

It is necessary to determine the essence of the claims of the parties and formulate the problem of the conflict.

It should be also stated that there are specific rules for resolving and minimizing conflicts.

Rule 1. Treat the initiator of the conflict fairly.

Rule 2. Create an atmosphere of cooperation.

Rule 3. Seek clarity in the discussion.

Rule 4. Be emotionally restrained.

Rule 5. Don't get personal.

The role of managers in managing conflict situations in the team is undoubtedly huge. The manager must know and be able to use the methods, techniques and rules of “conflict management”. It is desirable that the manager does not allow himself to be drawn into a conflict in the role of a participant, since the role of an “arbitrator” corresponds to the status of a manager more.

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CURRENT MARKETING ISSUES: SAVYSHKIN PRODUCT CAMPAIGN

Marketing psychology is a branch of applied psychology that studies the factors that influence customers' attitudes towards products and services. It can be used to predict how customers will behave and influence their behaviour – for example, to make their product more desirable and attractive [1].

A slogan is a succinct phrase that communicates a brand message to consumers. It is used to catch the attention of the target audience and to show the benefits of the company. If the slogan is memorable, the consumer will be more likely to choose your product. In our case, we considered a product slogan. A product slogan is based on the product's selling proposition, showing the benefits immediately and making the consumer buy it. Examples: “Just do it”, “Finger licking good!”, “Red Bull gives you wings” [2].

To create a suitable slogan that will appeal to your target audience, you need to gather information and conduct a marketing analysis answering the questions:

- what kind of product do you have;
- what problem does it solve;
- what is your target audience;
- what are customer expectations and fears;
- what are market conditions;
- how does it differ from competitors;
- what criteria do your customers use to choose your product;
- what are customers' emotions before and after purchase.

We decided to conduct an experiment due to the fact that the company “Savushkin Product” created a new line of cheese curds “Top”. The goal of the research is improvement of advertising campaign for Savushkin Product Company.

Savushkin Product is the leader of dairy industry in the Republic of Belarus and one of the largest manufacturers of natural dairy products in the Eastern European region. The company not only holds top positions in the rating of the most efficiently operating enterprises of the food industry in the country, but also is a favorite of the consumer preferences of Belarusians for more than 18 years. In addition, the products of “Savushkin Product” are gaining recognition at the international level in such prestigious competitions as the Superior Taste Award and Monde Selection, Belgium.

Many people associate products from Savushkin Product with very light and delicate-tasting dairy product lines. The names of such lines as ‘Laskovoje leto’, as well as the presence of the adjective ‘light’ on some types of the products speak for themselves. For this reason the tagline for cheese curds advertising campaign “Смотри! Сырок внутри” looks unusually harsh on paper and difficult to pronounce. Moreover, the rhyme is not quite associated with the lightness and tenderness that the company puts into the basis of the brand image.

As an advertising format, the company decided to opt for billboards that were placed all over the city. In our opinion, the advertising campaign is not quite catching, in addition, the product's trademark is not located on the billboards, which is not a good idea, because this is important in order to attract the target audience and inform constant clients about a new product.

In connection with the above, we wrote an e-letter to the Sayshkin Product company and offered other alternatives of taglines for this advertising campaign. Here some of them are:

- «Сырок внутри — попробуй его и ТЫ!»
- «Смотри-ка! Внутри новинка!»
- «Посмотри-ка, какая начинка!»

- «Смотри! Новая сладость внутри!»
- «Смотри, как вкусно внутри!»
- «Смотри! Топовые вкусы внутри!»
- «Смотри! Топовая новинка внутри!»

Unfortunately, we have not received a response from the Savushkin Product company. We found out that Belarusian company Savyshkin Product is not open to new suggestions and not willing to establish contact with its target group. However, we made an effort, which means that we are not indifferent to our domestic brands and are ready to help to improve and upgrade products on the domestic market.

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EXPERIENCE ECONOMY

To understand the experience economy clearly it's necessary to look at its background. The phenomenon of people trying to find emotions in goods and products is neither new nor innovative. Throughout the human history people have always had a need for experiences: Ancient Rome viewers demanded “bread and circuses”, not “bread and butter”. Thus, the aim of our research is to define what the experience economy is and analyse development perspectives of this field in economy.

Back in 1998, Joseph Pine and James Gilmore introduced a new way to think about connecting with customers and winning their loyalty. In their Harvard Business Review article, they argued that consumers' decision to purchase would be influenced by the experiences provided by the brand, not just the product itself. They coined the concept “experience economy” and predicted that businesses would be forced to come up with new ways to transform their brand's value proposition by creating memorable experiences. Companies should become like theatre directors, using the goods and services as props for a memorable event [**Error! Reference source not found.**].

The appearance of experience economy is also confirmed by the Maslow's hierarchy of needs. Today's consumers mostly have satisfied four lower levels of needs.