

internet. In addition, there are cases where goods of inferior quality arrive, or simply do not arrive at all, and the quantity has been paid for in full. There is also a lot of online fraud, which is a bad thing when buying certain goods online. There are also people who cannot afford to buy online - older people who do not know how to use smartphones and are afraid of online fraud.

Therefore, in conclusion, it holds true that the consumer will not be able to completely refuse to buy in the real world, since there are certain factors that move a person when buying a product, and the old generation who are adherents of the old school and will prefer to go to the store more often than buying online. Also, when shopping online, buyers should be wary of leaving their personal information on the websites of online stores.

REFERENCES:

1. Ktoskazal.site [Electronic resource]. – Mode of access: https://ktoskazal.site/reshenie_sovershit_pokupku/. – Date of access: 12.03.2023.
2. LPgenerator [Electronic resource]. – Mode of access: <https://lpgenerator.ru/blog/2014/05/09/cto-vliyaet-na-reshenie-cheloveka-sovershit-pokupku-v-internet-magazine/>. – Date of access: 12.03.2023.

Maria Muha, Nadezhda Pozniak
Science tutor A. *Shumanskaya*
BSEU (Minsk)

HIDDEN MARKETING: MESSAGES THAT ONLY THE MIND HEARS

The time has changed! The advertising has become so professional and subconscious that you sometimes don't even know what made you interested in that brand, or why you bought it. Today, we want to go into the most mysterious and secretive type of marketing called "hidden marketing".

Most advertising techniques are straightforward, meaning you are shown the ad and you watch it with full awareness. Now it doesn't matter whether you buy it or not, marketing is done. But sometimes the story does not happen so clearly.

In hidden brand marketing, the message of the brand is sent to your subconscious without knowing the message at all or realizing it as an ad. These hidden messages reject the boundaries of human consciousness and affect their behavior. These are all happening with a piece of quiet music playing in the background or a gentle scent or even the behavior of the people around us. So subtle and unexpected! For example, sometimes you may ask yourself after shopping: "Why did I buy that product?" We always find a reasonable answer to this question, but this is not always the main one!

Hidden marketing is a marketing method that promotes a product in a subtle and indirect way to people without realizing that it is advertised [1]. By doing so, they are directing the audience's mind to their brand and liking their product.

Many people see hidden marketing as an unethical way that may deceive people. But many companies cannot or do not want direct advertising. Some also believe that indirect advertising is more effective and that they target the heart directly.

There are various methods to convey secret marketing messages:

1. *Use of celebrities.* Actors or sportsmen who use a particular brand's clothing and products are indirectly promoting a brand. They may not talk about those products, but that person's popularity makes them models that are promoting the brand unconsciously.

2. *The secret media.* In some media, blogs and websites you see people talking about their experiences or daily routine and you don't notice any advertising or marketing in it, but you are actually very vulnerable receiving a whole lot of secret messages. It means you are exposed to hidden marketing: your subconscious is actually recording secret messages.

3. *PR.* Often (not always) false discussions, rumours and controversies about a company or brand are another way of marketing the brand. In this way, a rumour or a discussion about the product is made and it goes viral in the virtual space. While everyone in the media and cyberspace is arguing, the marketers of this company are sitting back and watching the magic of advertising from afar.

4. *Hidden messages in advertising and logo.* Such messages are particularly appealing to brands because they can tell a story and convey a feeling to the customer and not be disturbed or forgotten because of restrictions (e.g. tobacco bans).

5. *Products as an army!* Perhaps someone who watches a movie may not at first recognize the hidden advertising in a movie, but it is more common than you think to find companies and brand logos in movies [2].

A great example of successful hidden marketing is a movie "Toy Story" (1995). The Toy Story franchise took product placement to the next level by making merchandise the stars of their movie. The filmmakers enlisted the support of well-known toy manufacturers: for example, Mattel's Barbie dolls, Mr. Potato Head (Hasbro), and Spiral the dog (James Industries) appeared in the films. The latter was generally discontinued 10 years before the film – but after the premiere, it had to be returned to the shelves. By 2014, Disney had made almost \$2.5 billion from selling cartoon toys alone [3].

The next example of successful product placement is the story when a coffee cup with a logo flashed in episode 4 of the eighth season of Game of Thrones. Despite the fact that the logo of the cup was hidden in the shadows, many fans assumed that it was the famous green siren from Starbucks, but it turned out that the symbol belongs to a company that produces similar cups. However, this did not prevent the company from receiving free advertising in the amount of 2.3 billion dollars [4].

As you can see the hidden marketing is still used in various ways, all of which contain important and secret messages that will be passed from the brand to the customer. The emotions and influence that these messages create unconsciously increase brand popularity and sales. Rest assured, this type of marketing is becoming more popular every day for the same reasons we have mentioned.

REFERENCES:

1. Johnson, M. *Blindsight: The (Mostly) Hidden Ways Marketing Reshapes* / M. Johnson. – USA : Blackstone Publishing, 2020. – 288 p.
2. Hidden Marketing [Electronic resource]. – Mode of access: <https://kiuloper.com/hidden-marketing-messages-that-only-the-mind-hears/>. – Date of access: 01.03.2023.
3. The Walt Disney Company: statistics and facts [Electronic resource]. – Mode of access: <https://www.statista.com/topics/1824/disney/>. – Date of access: 03.03.2023.
4. Starbucks Corporation: financial data [Electronic resource]. – Mode of access: <https://investor.starbucks.com/financial-data/annual-reports/default.aspx>. – Date of access: 03.03.2023.

Karina Olshevskaya, Ekaterina Sokolovskaya
Science tutor *L. Bedritskaya*
BSEU (Minsk)

BRAND AS A TOOL TO CREATE A COMPETITIVE ADVANTAGE FOR THE COMPANY

Nowadays branding is an effective method of managing the competitiveness of an enterprise. It has gained particular relevance in the situation of the transfer of the ways of relations with the consumer to the digital environment due to the quarantined work of business, with the increased role of digital service integrators, uniting a huge number of brands on the online platforms.

Brands are intangible assets that affect businesses, allowing them to develop relationships with customers, resulting in more sales, less customer price sensitivity and lower marketing costs [1]. In the structural content of the brand there are real and hidden components. The real component is the name, packaging, and image of the goods. The hidden component is the competence of the company's personnel in organizing the distribution and delivery of goods.

The success of promotion on the market depends on the brand effectiveness, as it increases the level of consumer loyalty to the company, to make a decision on purchase, to form a group of regular customers.

The brand brings the business in social environment, the company's products are recognized and demanded, thereby the demand for the products increases, adds additional value to the goods, which brings more profit to the brand holder. Brand recognition creates a positive image of the country, increasing its investment attractiveness.

A brand is a tool for enhancing strategic competitiveness by maximizing its competitive advantages. It creates natural barriers in the market for new competitors; makes it easier to bring new products to the market; in case of a threat, brand gives