the development of experimental psychology from being widely used in the commercial environment and working effectively for the economic benefit of companies [4].

In conclusion, it should be noted the difference in approaches to the use of sensory marketing tools based on the developments of experimental psychology. If in Western countries these tools have already found wide application, then in Eastern Europe, including the Republic of Belarus, they have yet to prove their effectiveness and relevance and defend the right to recognition and active use in the business environment.

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NAMING AS THE BASIS OF A SUCCESSFUL PROJECT

For the successful implementation of the project, it is necessary to carefully approach each stage of creation. One of the main key points is the name of the project. The name of a brand or product directly affects its recognition, demand and trust from customers. The purpose of the paper is to analyze how the name of the project affects its success.

So, naming is the process of developing a name for a company or product. The name registers and brings the brand or product to the market. The name of a company or product can be sonorous, simple, original, fun or fashionable – the main thing is that it stands out among competitors and evokes unique associations in the client. The conducted analysis shows that a successful name often stands out and attracts the attention of customers.

The process of developing the name itself consists of several parts: clarification of the company's concept, compilation of variations of names, selection and evaluation of names, as well as launch.

According to the analysis conducted there are 4 stages in developing the name:

Stage 1 determines the positioning of the brand, its strategy. It is necessary to find out what tasks the company faces, where the target audience lives, which advertising channels will be used during marketing campaigns, which names competitors already have.

Stage 2 is based on the data, the so-called lexical field of words is made. These are words and phrases that fit the brand and characterize it.

Stage 3 is careful selection of the best titles. It can also be personal preferences "like-dislike", focus group methods, surveys of ordinary people or specialists. In agencies, the names are discussed by the whole team.

Stage 4 is the "launch" of the name.

And here two questions arise: how to understand that the name is suitable? The ideal name – what is it?

Firstly, it must meet the needs, goals, and objectives of the company; secondly, it should be possible to register; thirdly, the name should sound simple, beautiful, memorable, and it should be easy to pronounce and write.

Naming has a separate category of names that can be called ideal. These are words that can turn from a proper name into a common name – because of popularity and uniqueness. For example, aspirin, escalator, cellophane were once trademarks, now it's hard to believe.

So, the magic of words really exists. And even more there is the magic of names. Certain associations and emotions are associated with each name, and some names can be called "verbal icons". Today, some brand names have become a reflection of a special meaning. For example, "Volvo" is security, and "Google" is search (the verb "to Google" has appeared).

The conducted analysis further reveals what names are typical of Belarusian companies. So, the Belarusian market often has names in Russian, Belarusian and foreign languages. The use of both Russian and Belarusian words reflects the realities of the socio-cultural and linguistic situation, the peculiarities of the speech behavior of modern Belarusians in the conditions of legally fixed bilingualism.

Names in Russian are more common than others. Such names as "Spartak", "Horizont" and "Babushkina Krynka", which people are used to, inspire confidence from buyers.

The second category of manufacturers uses a foreign language for naming. Such names are associated with our customer due to the fact that foreign brands can serve as a world standard of quality. Many beautiful "foreign" brands are actually domestic products.

However, enterprises create "pseudo–foreign" brands: if there is a foreign founder, for example, "Conte" tights are a Belarusian-German-English company, although the word "Conte" itself is French and means "fairy tale"; with the help of names with language accessibility, for example, "Serge", "Open.by", "lamoda.by"; transliteration

method: form Russian or Belarusian names in Latin letters – "Zorka", "Vosmae", "Asoba".

The third category of manufacturers gives Belarusian names, in this case, developers pay attention to the fact that the product is Belarusian, so it is high-quality, "native", "our" ("Vasilki", "Buslik", "Blakit", "Krynitsa", "Malochny Gastsinets").

It is not so easy to come up with such a name so that it becomes memorable. But sometimes, in the process of naming, masterpieces are born.

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GLOCALIZATION IN MARKETING

Complexity and diversity make the world more stable. A global world with identical political, economic, and any other elements could have more, not less conflict. Globality is getting localized, and locality can be globalized, too. These two trends do not contradict each other: on the contrary, their synthesis is a source of stability.

Now the world is once again looking for balance between these two trends, giving rise to a specific dialectical term: glocalization [1]. The purpose of this paper is to analyze the ways of using glocalization strategy in business.

The term "glocalization" was coined by Roland Robertson in the Harvard Business Review in 1980 when he stated that glocalization was "the simultaneity – the co-presence – of both universalizing and particularizing tendencies" [2].

The concept of glocalization has emerged as global companies develop localized strategies that consider the tastes and needs of people living in a particular region. Especially in global markets where global competition is dominant, the adaptation of global companies to the local market without losing their brand perception can positively