

3. Organization of all kinds of actions (tied to the purchase of the company's products or consumer interaction with them), which have a socially significant purpose, coinciding or related to the company's activities (it can be an increase in waste recycling, help to the needy or blood collection).

4. Highlighting its social activities and achievements in this area both through its own communication channels and through collaboration with social organizations/bloggers.

It is important to realize that CSR-based promotional activities are a long-term asset that will have a positive impact on profitability in the future. Increasing customer loyalty. More and more people are seeking conscious consumption that aligns with their values and expect the same from businesses. Strengthening brand and reputation. Possible subsidies and benefits from the government. Increased staff loyalty and engagement. People increasingly choose to work in places where they feel cared for and socially protected. Increased competitiveness and sustainability in the market.

**Conclusion:** consumers are more and more looking for socially responsible companies to support. Thus, CSR marketing can be a powerful tool for companies to advertise in an honest and genuine way. By identifying company's values and being open and clear about your social, you can effectively promote a brand while making a positive impact on society and the environment.

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## **TRENDS IN THE DEVELOPMENT OF DIGITAL-MARKETING ON THE EXAMPLE OF THE COCA-COLA ADVERTISING CAMPAIGN**

### **Тенденции развития digital-маркетинга на примере рекламной кампании Кока-Кола**

It is impossible to imagine today's world without advertising. It surrounds us everywhere, invading our lives from the screens of various digital technologies, from simple billboards on the street. Due to the spread of the Internet, such a concept as "digital-marketing" appeared. What is digital-marketing and how does it affect consumers?

Digital-marketing is the marketing of goods and services that uses digital technology to interact with consumers at all stages [1]. It utilizes not only the global web, but also offline channels: for example, smart electronic gadgets. Marketing is constantly changing, adapting to new demands in the world, but, at the moment, digital marketing is one of the famous types of marketing that is used not only by big companies and brands, but also by ordinary people.

For centuries, Coca-Cola has remained one of the most sought-after beverages and its advertising campaigns have attracted the attention of many different peoples around the world. We all remember the iconic 1995 Coca-Cola ad with the red truck and accompanying iconic song. Paying attention to this advertisement, people involuntarily associate the advertising company with the approaching holiday. What is it that allows Coca-Cola to find and retain customers? The fact is that a new field of science, the so-called "neuroaesthetics", has recently been created. Neuroaesthetics is related to the study of the psychology of human perception of various objects of advertising, which passes the stages of the process of digital-marketing [2].

The purpose of the scientific work is to analyze the advertising campaign Coca-Cola from the point of view of its influence on consumers, the tools used in the advertising campaign Coca-Cola to attract the attention of consumers, analyze the process of stages of digital-marketing in the company Coca-Cola. This problem is relevant because the Coca-Cola advertising campaign is still improving to this day, using a variety of tools to increase reach among consumers. The result of the research involves analyzing digital-marketing in the advertising campaign Coca-Cola, the relationship between digital-marketing and the new field of science - neuroaesthetics, the study of the problem of the impact of digital-marketing on the mental side of a person, his feelings and emotions.

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## **MULTICULTURAL WORKPLACE OPPORTUNITIES**

### **Возможности мультикультурных рабочих мест**

The purpose of this work is to study the opportunities and challenges of multicultural organizations and to find out how to create a successful multicultural company.