

APPROACHES TO ADVERTISING IN HIGHLY DIGITALIZED COUNTRIES

The purpose of this study is to identify the main trends in advertising in countries with a high degree of digitalization. In countries such as South Korea, Japan and Sweden, the increasing popularity of innovation in society is significantly influencing companies' advertising strategies. The key is to determine unusual and innovative advertising approaches and their effectiveness in the context of today's digital environment.

In countries with a high degree of digitalization, advertising strategies are undergoing significant changes influenced by the widespread adoption of technology and digital platforms. For example, in South Korea, where more than 96% of the population has access to the internet, advertisers are using a variety of ways to differentiate themselves from competitors. One unusual example is a campaign by the Starbucks brand, which developed a mobile app with augmented reality features. Users could see animated stories about the origins of coffee beans by pointing the camera at a cup of coffee through the app. This allowed the brand to create a unique user experience that stimulates sales and customer engagement with the brand concept. According to DataReportal's "Digital 2023: South Korea" report, such innovative approaches are becoming increasingly popular in the country [1]. Using data for targeted advertising also plays an important role. In Japan, Uniqlo applied data analytics to create personalized advertising campaigns. After collecting information about customers' preferences and purchases, Uniqlo sent personalized discount offers and recommendations about new collections through a mobile app. As a result, the company noticeably increased conversion rates and improved customer loyalty [2]. According to PwC's "Global Entertainment & Media Outlook 2021-2025" study, such advertisement targeting methods can improve campaign effectiveness and increase audience engagement [3]. Mobile advertising also plays a key role in advertising strategies in highly digitalized countries. In Sweden, where more than 80% of the population uses mobile devices to access the internet, advertising companies are actively using mobile apps to reach their audiences. For example, the game app "Angry Birds" has become a platform for various brands to advertise. At the same time, advertising was integrated into the gameplay in such a way that it did not irritate users, but stimulated interaction with the brand. According to Statista's "Digital advertising in Sweden" report, mobile advertising is one of the most effective tools for reaching target audiences in Sweden [4].

Speaking about the Republic of Belarus, our country has a lower level of digitalization compared to the mentioned countries, which partly limits the introduction of innovative methods in advertising. However, with the development of digital technologies and the increasing availability of the Internet, there is potential for growth in this area. According to the report of the National Statistical Committee of the Republic of Belarus, at the end of 2023, the share of internet users in the country was 71.8% of the total population [5]. For successful implementation of innovations in advertising in the

Republic of Belarus it is acceptable to explore the following approaches: infrastructural investments, training of qualified specialists in this sphere, support of innovative start-ups and companies, development of relevant legislation and cooperation in this industry. The Belarusian company PandaDoc sets a motivating example. PandaDoc successfully uses personalized advertising campaigns based on consumer data. They adapted their strategy according to customer behavior, which led to a 30% increase in conversions on their website over the last year.

The study of advertising approaches in highly digitalized countries highlights several key trends. First, innovative approaches such as the use of augmented and virtual reality are becoming increasingly popular among advertisers. Second, personalization of advertising based on data on consumer preferences and behavior demonstrates high effectiveness and improves audience engagement. The third important trend is the active use of mobile advertising, which is becoming a key channel of communication with the target audience. The results of the study show that in highly digitalized countries, advertising companies are successfully adapting to the rapidly changing digital environment by innovatively using technology and data to achieve their goals. However, along with this, it is becoming increasingly important to comply with data protection regulations and to use personal information ethically so as not to violate consumer trust.

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