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## **THE EFFECTIVENESS OF ADVERTISING ON BELARUSIAN TELEVISION**

Nowadays, advertising has a great relevance and attention in our world. However, the question arises in which case advertising is really effective.

The general principle of advertising is to convey to the potential consumer a message about the service, in order to stimulate him to take certain actions or form a certain position [1]. Thanks to the variety of platforms available, companies are able to reach their audience through a variety of channels, each with its own unique features and benefits.

The aim of this paper is to analyze the effectiveness of advertising on television in Belarus. The Republic of Belarus actively follows the world trends, with studies all over the world clearly confirming the high effectiveness of TV advertising. According to the research, television advertising is one of the most widespread types of advertising in Belarus. Belarusian television accounts for about 25% of the advertising market [2].

Effective advertising is achieved when it successfully promotes a product or service in line with its promises and consumer expectations. For this reason, to be effective, advertising must adhere to the principles of creativity, memorability, understandability, informativeness and uniqueness. The following indicators are often used to analyze effectiveness:

- the level of memorization of the advertisement;
- the degree to which the audience's attention is attracted;
- the level of awareness of the advertisement;
- the impact on purchasing behavior.

The research has been conducted to assess the attitude to television advertising in Belarus. The results show that the attitude varies from positive to neutral, with some respondents finding it difficult to answer. Advertising reaches a significant audience and is an effective means of conveying information about products and creating their image. The research shows that only 44.1% of respondents pay attention to television advertising from time to time. However, even brief attention to advertising can significantly influence consumer choices, as 47% of participants in the research retain advertising messages in their memory.

Those interviewed chose food and drinks, cosmetics and personal care products, technology, and entertainment services as the most attractive product categories. The

results emphasize the importance of these segments in the consumer demand market. Taking into account consumers' preferences for certain product categories, companies may reconsider their approach to creating advertisements. According to the research, the frequency and length of commercials are not satisfying the consumers, which requires revising the strategy to reduce the possible negative result of advertising effectiveness. For example, an effective advertisement on Belarusian television is the well-known advertisement of the taxi «7788». It is memorable to the viewer not only for its look, but also for its musical accompaniment, a clear and easy to remember number that is easy to dial when needed.

In general, the effectiveness of advertising on Belarusian television is assessed as quite effective, which confirms its importance for marketers and advertisers. This conclusion is based on the performance of campaigns and statistical data, which emphasizes the need to use this media channel to successfully promote goods and services in the market.

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### **PRODUCT COMPETITIVENESS ANALYSIS AS THE BASIS OF A PROMOTION STRATEGY USING MARKETING COMMUNICATION TOOLS**

During the research, the level of competitiveness of Stratford Global OOO product was assessed and a strategy for its promotion based on the use of various marketing communication tools was developed. The relevance of the study is due to the high degree of competition in the market, forcing organizations to strengthen the competitiveness of the product, which is a key factor in its success in the market.

The aim of the study is to develop a strategy for promoting the product, based on an analysis of its competitiveness. The report establishes the factors affecting the competitiveness of the product and their characteristics, analyzes the level of competitiveness of the product, and based on this, develops a strategy for its promotion.

Competitiveness is a property of an object that is characterized by the degree of real or possible satisfaction of a specific need compared to similar objects presented on this market [1, p. 191].

Competitiveness determines the ability to withstand competition in comparison with similar objects in a given market. Therefore, an analysis of the competitiveness of