

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

the product, namely cappuccino coffee, was conducted in comparison with the products of two coffee shops in the central district of Minsk, most similar in concept, attendance, and location to each other. These coffee shops are named: Lažka – Abius OOO, Kofevarium kofe&emocii – Tochka otscheta OOO, which are competitors of Surf coffee.

Evaluation of competitiveness was carried out based on some indicators, the main ones of which were: quality indicators (color, taste, aroma, latte art technique); service indicators (level of service, presentation in the establishment, takeaway service); pricing indicators (price ratio compared to competitors, discount system); marketing indicators (popularity of cappuccino in this coffee shop, effectiveness of advertising campaigns).

To conduct the evaluation, a marketing research method such as a survey was applied, which was created and conducted on the Google Forms platform and distributed among respondents through social networks VKontakte and Telegram. During the survey, the perceived value of the aforementioned parameters was identified, and direct assessments were given on a scoring scale (where a “1 point” rating corresponds to an unsatisfactory level, and a “5 points” rating corresponds to excellent). Based on the data obtained, an analysis of the competitiveness of the product was conducted by calculating the integral competitiveness indicator using a comprehensive evaluation method.

The obtained competitiveness evaluation results, namely 4.0335 points for Surf coffee, 4.2781 points for Lažka, and 4.2456 points for Kofevarium, indicate that the most competitive product in all parameters is cappuccino from Lažka coffee shop. The cappuccino from the Surf coffee turned out to be in the last place. This product has become the leader only by the criterion of the discount system in the group of price parameters.

Analyzing the level of competitiveness of a product is just a tool for evaluating the current position of the product, and there is a need to propose measures to improve some of the above-mentioned criteria in order to increase the competitiveness of the product of Stratford Global OOO by developing a market promotion strategy.

The promotion strategy is characterized as an integrated complex of elements of the promotion system, designed to present the organization and its products to potential customers by informing them about the significant features, and as a result, stimulating sales in the long term [2, p. 27-28].

In the case of Surf coffee, it is advisable to apply a “pull in” strategy (an active advertising and promotional campaign aimed at the consumer who, after receiving an advertising message or incentive, will purchase the product) using the tools listed below.

1. To increase the popularity and recognition of the product, it is necessary to make full use of outdoor advertising, which is proposed to be distributed on the streets of the city, on public transport, thus attracting the attention of potential customers.

2. In modern conditions, the most effective tools are internet marketing. The goal is to present the product or the organization on the Internet, which contributes to increasing the recognition and popularity of the promotion object. So, the organization should pay attention to SMM: intensify efforts aimed at promoting products and the organization on social networks (mainly on Instagram and VKontakte). In this way, brand recognition and awareness can be increased. By using SEO promotion, it is necessary to adapt to changing search engine algorithms, optimizing the website, thereby increasing its ranking. Another solution is the use of such an internet marketing tool as contextual

advertising, which will improve the website's ranking in the search engine results and, as a result, maximize traffic and conversion on the website. The use of targeted advertising makes it possible to more accurately identify the target audience and customize the campaign according to its interests. This increases the likelihood of successfully attracting new customers, as well as increases the effectiveness of the campaign.

The use of marketing communications on the Internet is significantly cheaper than traditional methods, as it does not require physical resources. In addition, since Internet marketing is highly accurate and payment is made for attracting interested people, its economic efficiency is higher. In general, assessing the level of competitiveness of a product is a crucial step in developing a promotion strategy, since obtaining a quantitative assessment of competitiveness allows you to work out every aspect of product promotion. When forming a promotion strategy, special attention should be paid to the use of marketing communications on the Internet, since with their help it is possible to purposefully communicate with consumers, receive high-quality feedback, etc. The use of marketing communication tools is one of the most important factors in increasing the competitiveness of the product and the organization as a whole, which ultimately plays a key role in promoting the object in question.

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SHOCK ADVERTISING

Shock advertising, also known as *shockvertising*, is a unique tactic where advertisers use provocative, taboo subjects and images to grab the public's attention. Advertisers use this method because it incites strong feelings about the given advertisement. The audience feels strongly about the advertisement, which makes them much more likely to share and discuss it as well as remember it. In turn, this generates more brand awareness [1]. The aim of our paper is to analyse mechanisms of shockvertising and its effect on the audience, which can be useful in developing effective and appropriate advertising strategies.

One of the primary objectives of shock advertising is to elicit strong emotional reactions from the audience. These emotions can range from shock and anger to surprise or disgust. Shock ads aim to create a visceral response that resonates with viewers