

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

personally by tapping into deep-seated feelings and instincts. This emotional engagement captures attention and helps reinforce the advertisement's message or theme. Shock advertising seeks to evoke powerful emotions that linger in viewers' minds long after seeing the ad, whether through provocative imagery, controversial statements, or shocking scenarios [3].

This method of advertising is aimed at reaching a large audience, so the advertisement going poorly can be detrimental to a company's reputation. These advertisements can be incredibly offensive to certain groups and there is the chance that the audience deems it unacceptable [1]. However, not all shock advertisements are the same. There are different types (digital, television media, print ads), each designed with a specific target audience and marketing strategy [2].

Shock ads are designed to be memorable, leaving a lasting impression on viewers. By presenting unexpected, controversial, or attention-grabbing content, shock advertising aims to break through the clutter of traditional advertising and stand out in the minds of consumers. Shock ads are crafted to be memorable experiences that stick with the audience through striking visuals, provocative messaging, or unconventional storytelling. This memorability is essential for achieving the desired impact of shock advertising, as it increases the likelihood that viewers will recall the ad and its message in the future.

Different countries have varying regulations and guidelines regarding the use of shock advertising, particularly when it comes to issues such as public decency, consumer protection, and the potential impact on vulnerable audiences. Advertisers need to consider the potential backlash and negative consequences that may arise from employing shock advertising tactics. For example, PETA (people for the Ethical Treatment of Animals) is known for its provocative and attention-grabbing ad campaigns advocating for animal rights. They have used shocking imagery and controversial slogans to draw attention to issues such as fur farming, animal testing, and animal cruelty in various industries. These campaigns have generated significant media coverage and sparked debates [3].

A survey has been conducted to find out what people think about shock advertising. Here are some questions asked: How do you perceive shock advertising? Does it evoke positive or negative emotions in you? How often do you encounter shock ads in your daily life? What is your reaction to the shock advertisement? and others. The results of the survey show that almost everyone considers that shock advertising evokes mixed emotions. More than a half of people encounter shockvertising not very often. Around 50% of respondents said that they sometimes discuss shock ads with other people, 35% share them on social media, and 15% ignore it.

Ultimately, the effectiveness and appropriateness of shock advertising depend on various factors, including the target audience, cultural context, industry norms, and the specific goals of the advertising campaign. It's crucial for advertisers to carefully consider the potential impact and ethical implications of using such strategies.

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BLENDED MARKETING: HOW OFFLINE AND ONLINE STRENGTHEN EACH OTHER

The continuous development of technology has led to the fact that today's marketing is increasingly focused on digital technologies, opening up new opportunities and requiring a reconsideration of traditional approaches to advertising. However, it is worth understanding that talking about a clear advantage of online advertising is unacceptable. In some cases, online advertising turns out to be a more effective means, in others, classic offline advertising will be more effective. Perhaps it is a skillful combination of both approaches that will allow us to achieve great success. Let us look at this issue in this abstract.

The main goal of marketing is to attract, retain and return customers to the business. That is, it is not only about the desire to attract new clients, but also about the ability to retain an existing audience, as well as restore relationships with those who were previously involved in the life of the company, but for some reason left. Ways to achieve these goals include online and offline advertising, which include various tools and methods [1].

Offline advertising can be represented by the following means: outdoor advertising (for example, banners), advertising in the press, advertising on television, radio, handing out leaflets on the streets, direct mail, etc. Online advertising includes: contextual advertising, targeted advertising, search engine marketing, email marketing, advertising on social networks, native advertising, email marketing and other methods.

Advertising on the Internet provides the opportunity to use analytics to measure the effectiveness of advertising and, if necessary, quickly respond to changes; allows you to quickly adjust the advertising itself if mistakes were made, which is quite difficult with regular offline advertising. Also, online advertising requires lower costs and allows for targeting, which allows advertising to be shown only to the target audience, and not to a wide range of users. Offline advertising, in turn, makes it possible to attract that part of the potential audience that is not present on the Internet. It can also be said that such advertising can be more memorable for people due to the fact that we are holding a real material object, thereby making tactile contact with the company [1].