

raising social issues using aggressive marketing modern businesses are likely to not only attract new consumers, but to keep and retain them as well.

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BRANDING IN COSMETICS

The purpose of this paper is to take a closer look at the role of branding using the example of the cosmetics industry and to find out which branding is the most attractive and sellable.

We live in a world where attention is highly valued, so companies need much more than just the product they sell. With the advent of the information age, which continues to this day, the role of branding has significantly increased and globally changed, as well as the roles of other “participants”.

The information age brought two main problems. The first one is that from the abundance of information, consumers learned about their flaws: cellulite, aging, and other “imperfections”. But these can be fought with cosmetic products.

The second problem is the problem of choice. From a multitude of anti-aging creams, anti-cellulite creams, sunscreens, and multifunctional creams, one needs to choose the one that will truly help get rid of the “flaw”, and choose based on the information placed on the label.

Thus began the era of “impressions”, as consumers grew tired of searching for differences between products. “Emotions sell well. Three-quarters of buyers make unconscious choices, only one-quarter make conscious choices,” notes Nicholas Coro, chief curator of the Brand Management and Brand Technology Research Center.

Branding helps to differentiate: unique and memorable branding helps a product stand out on the shelf. It creates emotional engagement: brands that can create an emotional connection with their audience win customer loyalty and trust. Branding also affects prices: strong brands can afford to set higher prices due to the perceived added value of their products. This creates higher margins and increases overall business profitability.

There are several main types of cosmetic brand positioning through branding. The first is elite cosmetics. This is cosmetics that creates an impression of exclusivity, not everyone can afford it, which is why everyone wants it, even if they do not have any rational advantages. The main differences of such cosmetics are the above-average price and special packaging. An example of such cosmetics is the brand BABOR. The second is natural cosmetics. This is cosmetics with a maximum natural composition, natural extracts, it does not cause irritation and has many advantages for its users. Usually, brands that create natural cosmetics use craft packaging, natural colors created by nature. An example of such a brand is ORGANIC ZONE. The next type is pharmacy cosmetics. It is often recommended and used by specialists and cosmetologists. It should evoke trust and understanding that competent people create such cosmetics. An example of such cosmetics is the brand BIELEND. The last type is teen cosmetics. This cosmetics primarily targets a young audience, usually teenagers who are dealing with acne or blackheads, and since they are just starting to use specialized skincare products, they do not understand much about compositions and products that suit them or not. For them, the main criterion is appearance, the packaging that will attract more attention will be purchased. When developing branding for this audience, bright colors and contrasting combinations, uncomplicated shapes, and understandable symbols are often used. An excellent example of such attractive packaging is from the BIELITA brand.

Based on this information, we decided to conduct a survey. We showed several main representatives of each type and asked people to choose the cosmetics they liked more based solely on the appearance of the products.

Based on the survey results, we were able to determine that the most attractive appearance is elite cosmetics, followed by pharmacy cosmetics, natural cosmetics, and cosmetics for teenagers with vibrant branding. The survey was conducted among people aged 15 to 30, predominantly women. It was found out that more than half of respondents regularly use skincare products. The absolute majority pay attention to the appearance of the product packaging. During the course of the research we found out that most people start by considering the rational advantages of a product. However, when they find a variety of suitable products in the same category, only high-quality branding helps them make their choice.

Based on the results of the survey, we have identified several reasons why people choose elite cosmetics. The first reason is oversaturation. People are tired of loud headlines, bright logos, a huge variety of colors combined with incompatible ones. The era has passed when bright colors guaranteed that a product would be noticed and purchased – there is too much of it. The second one is the era of minimalism. Gradually, with the onset of the 2000s, people began to move away from carpets on the wall, pictures all over the house, keychains, pendants in every room, and so on. Scandinavian style, modernism, and eventually minimalism became increasingly popular. This is reflected not least in everyday objects and cosmetics. Minimal text, minimal color, and conciseness – that is what is pleasing to the eye. The third reason is guerrilla marketing. Such designs are associated with something very expensive, manufacturers are not shy about raising prices. A high price often indicates to buyers good quality. Consequently, there is an impression that the product is expensive, visually appealing, and better than cheaper but similar alternatives. And people are willing to pay for this. The last reason is

stimulating the economy. Using minimalism in branding increases product sales and reduces resource consumption for production. As a result, costs decrease, income increases, which positively impacts the economy of the company.

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AMBASSADORSHIP AS A TYPE OF ADVERTISING

Ambassadorship has emerged as an influential form of advertising in recent years. As brands seek to establish connections with consumers on a more personal and relatable level, they are increasingly turning to celebrities, influencers, and well-known personalities to serve as ambassadors.

The aim of this paper is to examine the experience of ambassadorship and its effectiveness as advertising. The results of our survey among students show that 20% of voters do not know who the ambassadors are. A brand ambassador is somebody who represents some business, sharing it with followers, friends, or people they know via social media or word of mouth. Also, our survey reveals that the most effective methods of advertising are the Internet (66%) and ambassadorship (20%).

Ambassadors can make or break business. Therefore, the best kind of ambassador is one who is a fan of what people do: fans help to create more fans, and help people enjoy the benefits of a strong community spirit. As far back as the late 1900s, people like famed American writer Mark Twain were endorsing products they loved to use.

There are many types of brand ambassador. While each are best suited to different markets, they all carry their own weight in the marketing world. These days, brand ambassadors are essential for brands looking to get ahead [2].

One of the most important types of brand ambassadors is celebrities. They as a kind of ambassadors play an important role in promotion and advertising campaigns. Due to their popularity and recognition from the public, they can help draw attention to a particular product, brand, or social issue. They account for 56%. No less important are influencers. Thanks to social media, influencers have become the new brand MVPs. For millennials and Gen Z, influencers feel more like trusted friends than untouchable celebrities. Influencers account for 32%. Ambassadors in our everyday life are peers. These are the people who use this product and recommend it to their friends and family. They account for 12%. Being a brand ambassador can feel like an honor because it means having enough followers to attract the attention from marketers. A key aspect of becoming a brand ambassador is