

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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Polina Piskun, Anna Kuzmenkova
Science tutor *L. Vasilevskaya*
BSEU (Minsk)

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

showing the products on various social media channels, and to do so, they need products to display. The brand can give consumers discounts to encourage them to buy and use their products. Brand ambassadors can also receive codes to share with their followers to encourage them to buy the brand.

Brands can put on special events for their ambassadors that encourage them to attend, take photos or videos, and share their experiences on their social media channels. Events can be exciting networking opportunities for brand ambassadors, and they can also be opportunities to have fun with people with similar interests [1].

Despite the positive side of the ambassadorship, this activity has its disadvantages. Being a brand ambassador for a brand can limit the opportunities to partner with other brands. Brands sometimes require exclusivity in their contracts to prevent their ambassadors from promoting competing brands.

According to the results of our survey, 72% of voters believe that an ambassador can destroy the brand's reputation and 28% believe that not. However, brand ambassadors can research the brand before they agree to work together to ensure that their production, marketing and business practices align with the ambassador's ethics.

To protect their brand, companies may ask for control over the content the ambassador produces, which can have undue influence over their ability to maintain their own brand or promote their ideals. Every brand ambassador relationship may require some compromise, but an ambassador might have a more satisfying relationship with a brand that shares their ideals.

If we talk about ambassadorship in Belarus, a striking example of ambassadorship is the sportswear brand IROS, whose ambassador is the bronze medalist of the Tokyo Olympics, gymnast Alina Gornosko. The Belarusian Olympic team tried on clothes under this brand at the Winter Games in Beijing, thereby advertising it.

In conclusion, ambassadorship is not only an effective form of advertising, but also a powerful tool for building long-term relationships and establishing trust with consumers. Through personal and authoritative connections of ambassadors, companies can convey their values, brand and products to the target audience, causing emotional involvement and strengthening the connection with consumers.

However, for successful ambassador marketing it is necessary to choose suitable candidates who approach the brand with naturalness and sincerity.

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