influencing mass consciousness, capable not only of stimulating demand, but also of forming certain perceptions and emotional ties with consumers. However, it is important to remember the importance of ethical aspects of using propaganda in marketing and that its effectiveness must be accompanied by a responsible and targeted approach to influencing the target audience.

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PRODUCT PLACEMENT IN MOVIES: THE ART OF EMBEDDED ADVERTISING

Product Placement, also known as embedded advertising, has long been an integral part of cinematography. It allows brands to integrate their products or services into the plot of a movie without attracting the viewer's intrusive attention. The aim of this research is to analyze the use of hidden advertising in movies on brand awareness and sales.

These days, companies spend huge sums of money to place their product in a movie even for a few seconds. However, it wasn't always that way. Initially, producers used to ask producers for various goods as props for filming in order to cope with the problems associated with a tiny budget. And as ironic as it sounds, the producers responded to these requests unwillingly. With the development of cinematography and the increased interest of the audience, the attitude towards this phenomenon has changed dramatically [1].

At the moment it is generally accepted to highlight 3 types of embedded advertising: visual, spoken and usage.

Visual product placement involves displaying the advertised product, service or logo on a screen and perceiving it through visual images.

Throughout the movie "Fight Club", there is a feeling that everything revolves around IKEA furniture, of which there are many items in the film, but the image for it is not the most flattering: the company's goods symbolize senseless consumption. However,

it is impossible to deny the fact that after the release of the film, the recognition of the IKEA brand has increased many times [2].

Spoken (verbal, or auditory) type of advertising focuses on the perception of a brand or idea through hearing. Typically, an actor or voice-over refers to a product, service, or corporation. For example, in the third season of "Rick and Morty", scientist Rick confesses that he travels to parallel worlds in search of Sichuan sauce from McDonald's. The absurd joke made McDonald's put the sauce back on sale for one day, that resulted in increased sales and higher profits [3].

Usage product placement ("kinesthetic product placement") is a combination of the previous types of advertising. It utilizes the presence of the product in the frame: the actor eats something, drinks, tastes something, rides something, etc., thus being the most effective of the three types. The perfect example of this type of advertising is the movie "Forrest Gump".

It should be noted that product placement can have a negative impact on the impression of the movie and the product. In the Russian film "Night Watch" by Timur Bekmambetov, the intrusive advertising forced viewers to look at countless close-ups of familiar products and admire the MTS logo, which distracted from the movie [4].

A survey has been conducted to find out the level of awareness of people about such type of advertising as product placement and whether it is possible to use it in the Belarusian film industry. The results show that more than half of the respondents are not familiar with the concept of product placement, but at the same time all respondents noticed products of famous brands in films. The survey also reveals that more than a half (68.3%) of respondents are not distracted by the appearance of goods from watching the film.

Moreover, the respondents fell into two groups. One group believes that product placement in Belarusian films will not be effective, as the domestic movies are not so popular with the audience. The other group believes that Belarusian films can feature automobile, dairy products, cosmetics, candies, etc. quite successfully.

One cannot but say that the difference between successful and unsuccessful use of product placement lies in how smoothly the brand or product is integrated into the plot of a movie or TV series. In a successful case, the product is presented in the frame as part of the setting or everyday life of the characters, without distracting the viewer's attention from the main plot. Whereas in an unsuccessful case, the product is clearly highlighted and becomes the center of attention, which can cause confusion and irritation among viewers.

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MODERN APPROACHES TO ADVERTISING

As technology advances and consumer behavior changes, brands are increasingly turning to advertising professionals with creative approaches to attract the attention of even larger audiences. Traditional methods of advertising are giving way to new, non-standard and original approaches that allow you to stand out from the competition and convince consumers of the benefits of their product or service. The purpose of this paper is to study and analyze modern approaches that can attract the attention of the audience and increase the effectiveness of advertising campaigns in today's competitive environment. Let's consider the approaches to advertising in the modern world:

1) Using viral marketing. This method is based on the creation of content that users will actively distribute in social networks and messengers, which will bring a huge number of views. Includes methods: Pass along (analog of "word of mouth" only for online environment, if the content is "stitched" unobtrusive advertising, the effect will exceed expectations), Incentivized viral (inducement and reward for the performed action, this includes all kinds of promotions, bonuses, drawings of the type: "bring a friend and get a 15% discount"), Undercoveri (marketers create content before the start of the project and massively inflame intrigue around it or create artificial restrictions, for example, send personal invitations for registration, limit the number of participants at first, etc.) [1].

2) Use of Influencer Marketing. Companies ask popular bloggers, celebrities or experts in a particular field to advertise their products or services. This cooperation can happen for money or by barter. Influencers have a large number of subscribers and can influence their opinion and interest them in buying a product or service.

3) The use of interactive advertising. Its peculiarity is that the user participates in the advertising process. He is offered to perform some action: for example, scan a QR code to "visit" augmented reality, swipe on the screen to launch creative elements or something else. Playable – literally – an ad that can be played (it is relevant for the promotion of game mobile applications) [2].

4) Use of personalized and targeted advertising. It is shown only to a selected (target) audience according to specified parameters (characteristics and interests) of people who may be interested in the advertised product or service. Thanks to analytics