companies draw inspiration from the game industry without a solid understanding of human psychology, resulting in ineffective achievement systems and internal ratings.

Nonetheless, it is important to acknowledge that these disadvantages can be mitigated through the application of a specific principle proposed by Kevin Werbach, a renowned professor and author of the influential book on gamification titled "For the Win: How Game Thinking Can Revolutionize Your Business". This principle, known as the six D's, involves defining objectives, describing the desired outcomes, delineating the implementation process, devising appropriate strategies, "do not forget", and effectively deploying the gamification initiative [3, p. 85].

In conclusion, the integration of gamification techniques leads to heightened engagement across various domains. The incorporation of game mechanics into processes results in enhanced productivity among employees, increased interest and participation in learning activities, and improved adherence to exercise routines among individuals. This technology proves effective in driving desired outcomes. Notably, the anticipation of rewards significantly boosts motivation, which extends beyond materialistic incentives.

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ROLE OF ARTIFICAL INTELLIGENCE IN MARKETING AND ADVERTISING

Artificial intelligence (AI) plays an increasingly significant role in the modern world, penetrating into various spheres of human life, from the development of technology and analyzing large amounts of information to the development of medicine. The sphere of advertising and marketing has not become an exception. The aim of the research is to evaluate the effectiveness of using AI in advertising.

AI (Artificial intelligence) marketing is a type of marketing which involves the use of tools and technologies of artificial intelligence for content generation, processing and analyzing information about marketing campaigns, customers, sales, building development forecasts and solving other tasks [1].

A survey has been conducted among the students of our and other universities. About 60% of respondents defined the level of importance of AI technologies in advertising as "significant", but in fact all modern advertising is based on AI.

Almost every ad you see online relies on AI to reach your eyes and ears in real-time. Today's leading ad platforms, like Google Ads and Meta Ads, use AI to sell, target, and place ads across vast ad network that span millions of digital destinations, apps, and experiences. That means AI literally dictates who sees your ads and how much you spend to reach audiences on just about every popular ad platform out there [2].

In addition, the question of how exactly AI is used in advertising and marketing caused difficulty for the majority of respondents. Some respondents indicated that AI technologies are used to generate advertising text and automate mailings. While this is true, it is not all of the capabilities that producers can utilize today.

Thanks to the internet and programmic advertising, we now have the ability to reach consumers across hundreds of digital platforms. We also have the ability to target them based on hundreds and thousands of demographic and behavioral data points. We can even test hundreds or thousands of different ads to see what they respond to best. The amount of information is too large, and analyzing it would take so much time that the data would become irrelevant. And it is the timely analysis of these data, which AI is now engaged in, that makes it possible to correctly segment customers and personalize offers and, as a result, optimize marketing costs and increase company profits [2].

Moreover, artificial intelligence helps managers make faster and more accurate decisions based on analyzed information, thus reducing the likelihood of making mistakes.

In addition, AI capabilities allow one not only to create text for advertising, but also to generate images, videos and create logos. On the one hand, this allows companies to reduce costs, on the other hand, it is a new challenge for advertising agencies. Instead of paying tens of thousands for a team of people to develop a new name and logo, a company executive can simply ask an AI chatbot to create several ideas and choose the best one [3].

Also, a minimal number of respondents were able to give examples of companies that use AI technologies in their advertising activities. This may be due to a number of factors. Such technologies can be used covertly: for example, Netflix uses AI technologies to get better at figuring out what the next great movie or TV show will be offered to a user based on data about what content he watches and enjoys along with how he interacts with the service. In addition, AI developments can be hard to distinguish from those of a real person. For example, JP Morgan Chase's trust uses AI in copywriting, explaining that the copy generated by AI had higher click rates-even double in most cases. Nutella also used AI to create 7 million one-of-a-kind labels, which were sold out as soon as they hit the market [4].

To summarize, AI technologies offer a host of opportunities and benefits for manufacturers. Among them are the absence of human error in decision-making, 24/7 availability of AI services, the ability to automate routine processes, and the ability to quickly generate content based on data analytics. At the same time, the high cost of AI platforms is a big obstacle for smaller companies. And also, despite the fact that the rapid

development of AI is a danger to the activities of advertising agencies, the machine cannot completely replace a human being – a marketer, a copywriter, a PR person.

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"ADVERTISING" WARS

Many successful companies tend to use "ad war" to attract customers and increase sales volume. "Advertising war" is a verbal-visual rivalry between one or more brands in the advertising space in order to assert its superiority [1]. The purpose of our study is to determine whether information advertising wars really help increase company sales.

Advertising wars are not real conflicts, but slick marketing techniques. The communication of such wars is represented by the subtext of advertising, which includes the content, motive and main meaning of the "challenge" to the competitor. The answer to this is represented by a retaliatory attack, i.e. a new advertising statement that casts serious doubt on the claimed benefits of the product. The wit of companies and intrigue on the eve of a counterattack "fuel" the interest of consumers and draw attention to the companies themselves.

The most popular "ad wars" are:
1. McDonald's and Burger King;
2. Coca Cola and Pepsi;
3. BMW and Audi.

McDonald's and Burger King have been fighting for supremacy in the fast food industry since their inception and competition between them has been named the "burger wars". Once a video in which a little girl tells adults that McDonald's puts 20% less meat has been launched on TV screens. McDonald's sued, but the lawsuit was dismissed. There