

PANEL 4. MARKETING COMMUNICATIONS AND ADVERTISING IN MODERN BUSINESS

Anna Dolzhenkova

Science tutor *Y. Maslov*

BSEU (Minsk)

FEATURES OF CREATING A CUSTOMER'S IMAGE IN COMMERCIAL ADVERTISING (USING THE EXAMPLE OF THE ACTIVITIES OF BELARUSIAN COMPANIES)

The article studies the creation of customer image from the point of view of visual codes and draws a parallel with the concept of target audience. The article also carries out a comparative analysis of customer images in commercials of three companies engaged in the production of drinking water and draws conclusions about the peculiarities of the approach to the creation of customer image.

The informational efficacy of any advertising message is contingent upon both textual content and visual elements [1, p. 36]. The consumer image serves as a pivotal component in commercial advertising, shaping the target audience's perception of a product or service. This concept encompasses not only the characteristics and preferences of potential customers but also their emotional responses to advertising stimuli. The consumer image elucidates how advertising establishes a connection with individuals' needs and desires, positioning the product as a means to enhance their quality of life.

The target audience (TA) plays a critical role in constructing the consumer image, as it defines the demographic of potential buyers. TA refers to a group of existing or prospective customers to whom marketing communications are directed. Its analysis constitutes a marketing objective, requiring the delineation of socio-demographic profiles, consumption patterns, psychographic traits, and behavioral characteristics [2, p. 6]. Precise TA identification and targeted strategies optimize resource allocation by prioritizing high-impact communication channels.

This study examines television advertisements (2020–2024) from two Belarusian and one international producer of drinking and mineral water. As a universal product lacking a clearly defined TA, bottled water presents unique challenges in consumer image formation. Mineral and drinking water account for 40–60% of Belarus' non-alcoholic beverage market, characterized by intense competition necessitating substantial promotional efforts.

The sample includes advertisements for DARIDA (ChP "Darida," representing ~36% of Belarusian mineral water production); Aura (Lidskoe Pivo OJSC, a key product in the company's portfolio); Bonaqua (The Coca-Cola Company).

Key values reflected in advertisements:

1. Family Values. According to empirical data, families constitute approximately 30% of all bottled water consumers. The analyzed advertisements reflect values

- intrinsic to this demographic. For instance, young parents prioritize product quality and safety, emphasize healthy nutrition, and require hygienic readiness for daily hydration. This audience also aspires to reliability, well-being, and stability, which marketers strategically leverage in crafting relatable advertising narratives. [3]
2. Health-Conscious Lifestyle Values. (25% of consumers) Advertisements frequently employ imagery of athletes and fitness enthusiasts, positioning bottled water as an essential hydration source for optimizing physical performance. Advertising narratives associate active lifestyles with enhanced physical and psychological well-being, as well as increased endurance. Campaigns aim to foster positive associations between water consumption and the joy derived from athletic pursuits, thereby aligning the product with holistic wellness.
 3. Intellectual Labor Values. Given water's role in sustaining both physical and cognitive functions, approximately 20% of consumers are engaged in intellectual labor. Advertisements targeting this group predominantly feature office professionals and students. The messaging establishes a sustained association between mineral water consumption and improved productivity, energy equilibrium, and cognitive performance. This demographic emphasizes water's functional utility as a tool for maintaining mental stamina and focus.
 4. Alternative Value Orientations. To broaden audience advertisements may incorporate diverse symbolic representations. They highlight universal suitability across lifestyles, age groups, and socioeconomic strata. Advertisers position natural water as an inclusive product, appealing to a heterogeneous consumer base.

Behavioral distinctions among segments:

- Families prioritize product certifications and ingredient analysis.
- Health-focused consumers favor eco-friendly packaging and brands aligned with wellness trends.
- Intellectual laborers emphasize accessibility and purchasing convenience.

The consumer image functions as a strategic tool for product positioning, enabling audience segmentation, budget optimization, and trust-building through relatability. By incorporating social proof, positive associations, and narratives visualizing product benefits, advertisers enhance message persuasiveness and memorability.

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