

recruitment rates, lack of quotas and limited success stories confirm the need to intensify efforts to create equal opportunities for people with disabilities. However, the global labor market is transforming and becoming more developed. We need to increase general awareness. This critical to provide people with special needs with opportunities to socialize and get education and qualification.

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THE EVOLUTION OF BRAND COMMUNICATIONS: FROM LOGOS TO EMOTIONS

The evolution of brand communications is one of the key topics in modern marketing. While brands once focused on creating recognition through visual elements such as logos, colors, and fonts, today's successful communications are built on emotional connections with consumers. This shift is driven by changes in consumer behavior, technological advancements, and increased competition.

The purpose of this work is to explore the main stages of the evolution of brand communications, the reasons for the shift toward emotions, modern approaches, and future prospects.

The primary tool for communication was visual identity. Logos, color palettes, and fonts were used to create recognition and trust. However, as competition grew and information overload became a reality, visual elements alone were no longer sufficient. Modern brands have shifted to strategies aimed at forming emotional connections with consumers. This has been made possible by the development of digital technologies and changing audience expectations.

There are several reasons to choose emotional marketing: increasing loyalty at a deep level, taking the brand and the customer from a commercial relationship to a more personal, human one; reduction of decision time.

Emotions play a crucial role in purchasing decisions. A study performed by Nobel Prize-winning psychologist Daniel Kahneman indicates that emotions contribute around 90% to our decisions, while logic only factors in for around 10% [1]. Emotions influence how information is perceived and how memories are formed. Both positive and negative

emotions have their place in social media content. Positive emotions, such as joy or inspiration, foster brand loyalty. On the other hand, negative emotions such as anger, sadness, or fear can be powerful motivators for action and can spark discussions around important issues. Brands need to strike a balance between evoking positive emotions to build affinity and addressing negative emotions to drive change or awareness. Additionally, social media platforms require emotionally rich content to engage audiences. Users are more likely to interact with content that evokes strong emotions [2].

Modern brands use various methods to create emotional connections with their audiences. One such method is Robert Plutchik's "Wheel of Emotions". Using the emotion wheel, we can identify emotional states (moods). Mood is an emotional background that gives a certain color to a person's activity. Emotions keep us motivated and determined to take the actions we want [3]. The next is storytelling. Brands tell stories that resonate with consumer values, helping them feel more connected to the brand. Another approach is personalization. By using consumer data, brands create tailored messages that resonate with individuals. Social responsibility also plays a significant role in emotional communications. Brands that support environmental and social initiatives strengthen emotional bonds with their audiences [4].

Despite the benefits of emotional communications, there are risks. One major challenge is emotional overload. Consumers may grow tired of constant emotional appeals, leading to decreased effectiveness of advertising campaigns. Additionally, insincere emotions in communications can backfire. There is a risk of being perceived as manipulating customers' emotions, which can damage a company's reputation. Another challenge is cultural differences. What works in one country may not resonate in another, requiring brands to adapt their strategies to local contexts.

Potential consumer disappointment based on the discrepancy between the reality of the product and expectations can lead to loss of loyalty and negative perception of the brand.

In the future, brand communications will increasingly rely on artificial intelligence to analyze consumer emotions and adapt messages. AI can analyze consumer reactions to advertisements and suggest changes to enhance emotional impact. Immersive technologies, such as VR and AR, will also play a significant role. They will enable the creation of deeper emotional experiences that consumers will remember. Transparency and ethics will become critical requirements from consumers. As consumers increasingly value honesty and alignment with stated values, brands will need to pay more attention to the ethical aspects of their communications.

In Conclusion, the evolution of brand communications from logos to emotions reflects changes in society and technology. Modern brands strive not only for recognition but also for creating emotional connections with their audiences. In the future, this trend will continue to develop, requiring companies to adopt new approaches and technologies to successfully engage with consumers. Emotional communications will become even more personalized, interactive, and ethical, enabling brands to build trust and loyalty among their audiences.

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SAMPLING AS A TOOL OF MARKETING COMMUNICATIONS

The purpose of this paper is to analyse the concept of product sampling marketing. Particular attention is paid to its relevance and effectiveness in the current conditions of marketing development.

Product sampling is a popular tool of marketing. It consists in providing free small versions of products to potential buyers to increase sales. For the costumer it is much more tempting to taste and evaluate the product than to watch it on a smartphone or TV screen. The miniature size of samples gives this opportunity to a large number of people.

There are some reasons why sampling marketing works. Like any marketing tool, sampling is based on psychology and behavioral economics. The customer is influenced by such things as:

1. Principle of reciprocity. When someone provides us with something for free, we often have a desire to give back in return. In our case, the sampling fee is the purchase of a product.

2. Fear of risk. Many customers tend not to buy unknown products for fear of wasting money and time. Consequently, sampling is the perfect opportunity to try something new without paying for it [1].

The usage of sampling has both advantages and disadvantages. On the one hand, it contributes to growth in sales, interest and awareness of brand from customers, successful introduction of new products, customer loyalty, word of mouth among customers, receiving valuable product feedback [2].

On the other hand, despite the fact that sampling is an effective tool in a company's promotional strategy, there's a set of challenges: