In conclusion, it is important to emphasize that Internet marketing in the food industry not only transforms food product promotion methods but also reshapes the very structure of the industry. Companies that actively utilize these tools can maintain competitive positions, build more effective communication with their target audience, and, as a result, achieve significant success in the market.

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MENTAL HEALTH AS A COMMODITY: HOW BRANDS MONETIZE ANXIETY

The purpose of the paper is to analyze how brands capitalize on consumer anxiety by promoting mental health products, often blurring the line between genuine support and commercial exploitation, and to determine whether digital wellness solutions truly improve mental health or mainly serve profit-driven motives.

Mental health has become a central topic in modern society. According to a WHO report, in 2023, more than 1 billion people worldwide suffered from mental disorders, with anxiety and depression levels increasing by 25% compared to the pre-pandemic period [1]. This crisis has created demand for solutions aimed at improving emotional well-being, leading to an industry of digital services, apps, and courses promising "mindfulness" and "digital detox." However, critics argue that many companies do not merely respond to demand but deliberately create or amplify problems to sell solutions. This paper examines whether brands are truly exploiting anxiety and stress.

Companies actively employ tactics that make consumers feel the need to "fix" their lives. According to WHO data, 15% of the working-age population has experienced mental disorders [2]. This pushes people to purchase emotional intelligence courses, subscribe to meditation apps, or participate in personal growth programs. These stress factors become part of marketing strategies influencing consumer behavior. For example, the app Calm uses a psychological trigger with the slogan *"You need to slow down. But you're not doing it"*, creating guilt in users for not taking enough care of their mental health, motivating them to purchase a subscription [3].

Furthermore, digital dependency has become a major issue. As of January 2023, the global social media usage rate reached 59%, meaning nearly six out of ten people worldwide were active social media users [4]. With rising dependence on digital devices,

a new category of products has emerged — digital detox solutions. Apps like Forest and Freedom offer users a way to "escape" excessive digital overload. However, many of these apps are developed by the same companies that contribute to digital addiction by designing platforms to retain users' attention. For instance, despite Apple's Screen Time feature, showing time spent on devices, the share of people spending more than five hours daily on screens increased from 39% in 2018 to 58% in 2024. Thus, digital detox products respond to a problem created by technology itself [5].

Additionally, meditation and mindfulness, once integral to Eastern traditions, are now commercialized. The relaxation and meditation app market, valued at $1.2 billion in 2024, is projected to hit $3.5 billion by 2033[6]. Apps like Headspace simplify these traditions into quick stress relief tools. A Harvard Business Review study found that 60% of users who fail to see results report worsening mental health after stopping app use [7].

Despite the wellness industry's growth, sustainable mental health solutions exist beyond commercial apps. Personal interactions with loved ones have a stronger positive impact. Offline habits like face-to-face meetings, yoga, and volunteer work help mental well-being. Limiting exposure to manipulative news or an "information diet" is another effective practice. Moreover, workplaces should move beyond app subscriptions to implement flexible schedules, screen-free periods, and professional psychological support. Companies like Microsoft and Google saw a 15–20% productivity boost and reduced stress through such initiatives [8].

In conclusion, the paper highlights key trends, including the rapid growth of the mindfulness and meditation app market, the increasing commercialization of digital detox solutions, and ethical concerns surrounding marketing strategies that amplify consumer stress to drive sales. On the one hand, technology and apps help millions manage anxiety and stress. On the other hand, many brands' marketing strategies may intentionally create problems to offer solutions. It is crucial for companies to act ethically, providing genuine tools for mental health support rather than manipulating consumer fears.

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TARGETED ADVERTISING VS INFLUENCER MARKETING ON INSTAGRAM

Nowadays, society is increasingly immersed in digital technologies across all areas. People use social media a lot. Due to this fact, business owners utilise digital marketing to promote their products and services. Digital marketing experienced a significant surge during the pandemic and since that time it has been gaining traction. Modern business space is full of companies that need platforms for their advertisements.

One of the most popular and relevant platforms is the social network Instagram. This platform has 2 billion monthly active users and over 500 million daily active users [1]. There are two most common and effective types of advertising within this app: Targeted Advertising and Influencer Marketing. Targeted Advertising provides the opportunity to leverage customer data, businesses can create personalized experiences that will resonate with specific audience segments [2]. Influencer marketing or advertising through bloggers, is a collaboration between popular social-media users and brands to promote the brands' products or services.

The object of the research is an advertising campaign in the Instagram profile of the company "School of drift JP Day" including Target Advertising and Influencer Marketing. It includes comparative analysis of effectiveness of various advertising methods with an emphasis on the opinions of the target audience.

The overall aim of the study was to investigate the effectiveness of the two types of advertising on the Instagram platform using the example of the company "School of drift JP Day"; subsequently, to determine the most effective tool for further work on the advertising campaign. The objectives were to analyze the advertising campaign; to learn the way to make more profit for the company by bringing in more customers analyzing advertising reports; to identify advertising preferences of the target audience; to evaluate the correctness of the advertising campaign to get the maximum result from the advertising budget.

The survey was conducted among 38 clients and followers of the Instagram profile