

Successful companies such as HCL Technologies and Semco Partners demonstrate that competitive advantage in the digital age lies not in the pit between technology and humanity, but in their synergy. Strategic investments in the creation of an emotional and intellectual organizational culture, supported by appropriate digital tools are becoming a key driver of sustainable development and innovation.

References

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PRODUCT PLACEMENT AS A NEW TREND IN MARKETING

Продакт-плейсмент как новый тренд в маркетинге

Nowadays consumers are increasingly using various methods to block ads, such as special applications and browser extensions that hide banners or skip integrations, and subscriptions within services that allow you to view content without ads. As a result, marketers are forced to look for new methods of internet marketing. Research goals: to study product placement as a new trend in marketing, to find out the effectiveness of this method of promotion.

One of the most popular ways to promote a product is product placement, a form of hidden advertising that involves integrating a product, brand, or service into a work of art (film, TV series, book, video game, etc.). This technique is used in almost every modern form of content, but it is important for marketers to evaluate the effectiveness of this promotion method. The difficulty lies in the fact that with product placement, it is impossible to track clicks on banners, link clicks, the number of calls and messages.

Attitudes towards advertising play a significant role in product promotion. With direct promotion, consumers may be irritated by overly frequent appearances, the inability

to skip or hide ads, and interruptions or overlaps with the content they are viewing. Product placement, due to its hidden nature, is reproduced along with the content and is perceived as something that the character or blogger actually uses. This method does not cause aggression or rejection in the consumer, which significantly increases the likelihood of a successful advertising campaign.

Marketers use various types of product placement:

- placing a product in the background or in a gaming environment;
- interaction of the character or blogger with the product;
- demonstration of the product as a personal recommendation;

1. The first type is most common in films, video games, and videos on various platforms. If the logo or product is simply placed in the background and does not interact with the user or character in any way, the effect of this integration will be quite insignificant. To increase memorability, verbal repetition can be used – the character can say the brand name. This technique was used in the series *Stranger Things*, where one of the characters constantly mentioned a certain brand of waffles. The second type is also used in films, video games and various videos, but differs in that there is interaction with the product, which can take the form of a review, a demonstration of the product as a solution to the character's problem, or the creation of a trend for performing a certain action with the product. The Russian cosmetics brand *Vois* uses a strategy in which bloggers who advertise their brand release a large number of videos demonstrating various skin care tips using the brand's products. The third type is the most popular in videos, where the blogger usually recommends a product either from an expert's point of view or after comparing it with other brands. The audience's trust in the promoted product increases, as it creates the impression of a scientifically sound choice. However, this type requires a high level of trust in the blogger and cannot be used by different brands when working with the same person.

2. Among Belarusian companies, product placement is actively used by cosmetics brands *Tashe* and *Limba*, the computer game *World of Tanks*, and the bag brand *LESS*. *Tashe* and *Limba* collaborate with bloggers who demonstrate the brands' products as part of hair care. *World of Tanks* is quite often mentioned in various TV series and films, where characters spend time playing the game or discussing it. *LESS* often collaborates with bloggers who conduct and film various quizzes on the streets of Minsk, where the prize is a bag from the brand, which increases brand awareness and creates a positive impression.

3. In conclusion, both direct and hidden advertising are actively used by companies. However, consumers are gradually becoming tired of direct advertising and it is starting to cause irritation. As a result, the use of product placement is increasing, as this method does not cause obvious negative emotions and is perceived as a sincere recommendation or part of the culture. More and more global and Belarusian brands are seeking to use product placement, which proves its increasing influence on consumer choice.