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THE INFLUENCE OF THE REELS FORMAT ON BRAND AUDIENCE ENGAGEMENT (USING THE EXAMPLE OF MARK FORMELLE)

Instagram reels are full-screen vertical videos up to 90 seconds long. The social network Instagram introduced this format in 2020 as a response to TikTok's increasingly popular short videos. The main principle of reels is that it is primarily light entertainment content for a mass audience [1].

The popularity of reels is associated with an increase in content consumption, a reduction in user retention time and the ability to quickly convey a key message to a large audience which has shaped a clip-based perception. Users are accustomed to seeing information in 15-60-seconds-long videos with rich feed [2]. Nothing else on Instagram comes close to reels in terms of leverage. As a result, a single well-made reel can outperform months of static posts, stories, or carefully curated feeds [3].

The relevance of the research lies in the fact that it examines the modern problem of business promotion in the context of changing priorities of social platforms (switching to video formats) using the example of a specific Belarusian brand Mark Formelle, which allows combining the theory of global trends with local practice.

The aim of the research is to identify the factors of reels' influence on brand audience engagement (using the example of Mark Formelle). The research objectives are to study the theoretical aspects of brand promotion on social media using the reels format on Instagram; to examine the specific features of reels as a marketing tool on Instagram; to determine the key characteristics of successful Mark Formelle reels that generate the strongest audience response.

The survey was conducted among people of different ages and genders. Based on the data obtained, the following conclusions can be drawn. To begin with, the survey showed that the overwhelming majority of interviewees (95.8%) use Instagram which confirms the importance of the research platform. Moreover, about half of the survey participants (45.8%) view reels every day. Only a small part of the respondents (4.2%) do not use this format. This indicates a high integration of short videos into everyday life of the audience. Additionally, the study revealed that users mainly watch reels for entertainment, relaxation and uplifting mood (70.8% of the survey participants). Half of the interviewees are highly interested in reels about clothing trends. Thus, entertainment content and videos related to fashion trends predominate, which is a crucial point to consider when developing a brand's content strategy. Also, survey participants named three key factors for attracting attention to reels about clothing brands: the usefulness of

information (how the clothes fit, composition, compatibility) (41.7%), visual aesthetics (39.6%) and humor (12.5%). Furthermore, 70.8% of the interviewees follow Mark Formelle's new products and promotions through reels, while 12.5% use other resources and 16.7% are not interested in this topic at all. Consequently, reels act as a significant but not the only channel of information.

Survey participants also believe that the emotional response caused by reels involving celebrities and humorous content plays a crucial role. For instance, the majority of people (56.3%) have positive emotions about such reels but 16.7% experienced a rather negative reaction from viewing this type of video. It should be mentioned that the most favorable types of reels are informational (43.8% of interviewees) and educational (35.4% of respondents). Inspiring reels are marked as the least in demand (4.2%). When the participants were asked to name which Mark Formelle videos they remembered, 60.4% of interviewees provided concrete examples of videos. The survey also revealed differences in perception along gender lines. Male respondents tended to note the relevance of the advertising integration with Olga Buzova, while female respondents focused more on formats combining utility (visualization on real figures) and creativity (new clothing collections). Both perspectives highlight different aspects of campaign effectiveness. Lastly, 70.8% of respondents noted that reel content conveys a sense of innovativeness to the brand, thus, enhancing customer brand loyalty.

Thereby, relying on the results of the research and the specifics of reel format, we can conclude that short videos are an effective advertising tool for the Mark Formelle brand. Reels is a popular format integrated into the daily habits of the audience. It acts as a convenient platform for combining entertainment and information functions that consumers value.

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