

SECTION 1
MARKETING COMMUNICATION AND ADVERTISING
IN MODERN BUSINESS

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ADVERTISING WITH A HUMAN FACE OR HOW TO TOUCH HUMAN HEARTS

In modern world there are advertisements that gain popularity as many films or music videos do. Famous advertisements with Cola-cola featuring Pierce Brosnan or Pepsi with Michael Jackson make some examples of them. Today the popularity of advertisements can be accelerated by the Internet and social networks. One of the recent examples is the '*Labels against Women*' Pantene advertisement which went viral after Sheryl Sandberg, the Chief Operating Officer of Facebook, commented on it in Twitter. The video is peculiar for its appeal to the woman to fight labels. It marked the whole trend in advertising where social issues take the front position. We named them *inspiring advertisements* to reflect the viewers' opinion. The aim of the research is to analyze one of such videos and to find out what attracts people in them. For this purpose the media coverage of the video and internet comments were considered. Moreover, an opinion survey among our peers was conducted.

The advertising video taken for consideration is the Pantene's advertisement '*Not sorry. Be strong and Shine*'. First, we analyzed the viewers' feedback on it. The internet comments show that people have various, sometimes absolutely different views of the video. There are positive as well as negative responses. There is a noticeable gender difference in opinions. Some women say that it is normal to say sorry too frequently, while others confess that they have recognized themselves in the video and want to change the situation. Also, there are purely negative comments, mostly from men. The viewers try to explain the meaning of the video. For instance, one of them clarifies that the advertisement doesn't promote the idea that women shouldn't apologize but rather they shouldn't apologize for doing completely reasonable things like asking questions and basically existing. Other people were more inclined to raise the issue of politeness in general: men and women should both say 'sorry' more. There was also a view that to say 'sorry' is not about being polite, but more about self-assurance.

The next step was to consider the coverage of this video in such Internet editions as *time.com*, *businesswire.com*, *adweek.com*. According to some articles, apologizing unnecessarily puts women in a subservient position and makes people lose respect for them. This advertisement spurred another spiral of the discussion of the women's place. As one of the authors puts it, 'When a shampoo brand is telling us to stop apologizing,

it's fair to say we've reached a sorry tipping point' (<http://time.com/2895799/im-sorry-pantene-shinestrong/>).

To conduct the survey among our peers we asked them to watch the advertisement and to provide their comments. They were to answer the question whether the video motivates them to buy the product and to write their feedback. About 50 per cent of the interviewed agreed with the idea that women apologize too often and said they would buy this shampoo. About 20 per cent expressed their confusion saying they do not understand the purpose of this Pantene's advertisement. The rest didn't support the idea of the video, mostly because they disagree with the idea that only women apologize too much. Such feedback can be summarized in the following opinion: 'I am not sure that this trait is characteristic only of women, it is the way of being polite in general. I agree that people sometimes apologize when they shouldn't do it. The same video can be made about men. *Nikita.*'

Summing up, it can be undoubtedly said that this video, which is only one example of the inspiring advertisements phenomenon, succeeded in appealing to human feelings leaving hardly anyone indifferent. The idea of promoting a company through promoting life principles seems to be rewarding as it attracts those who support the message of the advertisement and allows the company itself to put forward its views.

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ADVERTISING AROUND US. HIDDEN TRICKS

Advertising is the art of making whole lies out of half truths. And it's really so. Research findings show that advertising is the most effective tool in an enterprise's attempt to modify the behavior of consumers, attract their attention to its products and services and create a positive image of the company. Advertising has undoubtedly a persuasive impact on the consumer. It forms market demand and stimulates sales of goods, solving both short-term and long-term marketing strategies of the company. The effectiveness of such psychological influence of items promoted is characterized by a number of consumers, brightness and depth of the impression of the audience, the degree of attracting attention. Many companies nowadays invest large amounts of money in advertising to make its goods and services popular. Eye-catching, colourful and creative ads influence customers' psychology and appeal to their emotions simply by trying to make people laugh or feel good. Statistics show, shop windows with good lighting cause greater interest among passers-by. Colour is also important. For instance, yellow colour helps to find inner peace and it's better to use it in the advertising of