

von Originalen und der alten Meister. Diese Einstellung wird von professionellen Produkt- und Markenpiraten missbräuchlich verwendet.⁵

Vor diesem Hintergrund ist die Problematik der Produkt- und Markenpiraterie in China vielseitig und sollte in ihrer Betrachtung nicht auf einzelne Stereotypen reduziert werden. Vielmehr müssen die Marktakteure in Zeiten zunehmender globaler Netzwerke ein Verständnis für das Umfeld entwickeln, in dem sie agieren wollen.

Das chinesische Sprichwort „Im selben Bett schlafen, aber unterschiedliche Träume haben“⁶ (tongchuang yimeng 同床异梦) beschreibt die Problematik treffend. Auf dieser Basis sollte die chinesische Mentalität von westlichen Kulturkreisen intensiver erkundet werden, besonders von Unternehmen, die ein Engagement mit der Volksrepublik anstreben.

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INTERNATIONAL MARKETING: ONE PRODUCT IN TWO COUNTRIES

Over the recent years, there has been conducted a considerable amount of research dedicated to the way marketeers in different countries adapt to cultural peculiarities in order to increase selling. The present research *aims* to reveal the methods that help multinational corporations to keep running smoothly in the modern over-saturated market on the example of the Coca-Cola Company. The research looks at the ways Coca-Cola advertisements exploit human unconsciousness and creates associations of its product with this or that way of life. To achieve this aim, the promotional videos of Coca-Cola in Russia and China were analyzed.

Advertisers frequently attempt to associate a product or service with the lifestyles, values and people featured in an advertisement; for example, a group of young people with perfect teeth may be used to advertise toothpaste. The primary function of advertising is to persuade people to buy something; consequently, understanding how advertising influences people is an exercise in understanding how persuasion techniques are used in advertising to encourage buying decisions. Persuasion techniques can be either rational, irrational or a combination of both. The most notable techniques used in advertisements are the following:

- The manipulator offers you a number of choices, but the choices all lead to the same conclusion.
- The same idea or phrase is frequently repeated to make sure it sticks in your brain.
- Intense intelligence-dampening is performed by providing you with constant short snippets of information on various subjects. This trains you to have a short

⁵ Vgl. Thaler, Wolfgang (2009): Die rechtliche Abwehr von Marken- und Produktpiraterie. 1. Aufl. Innsbruck: IUP, Innsbruck Univ. Press (Thesis series), S. 316

⁶ Peerenboom, Randall P. (1995): Rights, interests, and the interest in rights in China. In: *Stanford journal of international law*. Online verfügbar unter

<http://heinonline.org/HOL/LandingPage?handle=hein.journals/stanit31&div=12&id=&page=>. S. 359

memory, makes the amount of information feel overwhelming, and the answers provided by the manipulator to be highly desired due to how overwhelmed you feel.

•Emotional manipulation is used to put you in a heightened state, as this makes it harder for you to employ logic. Inducing fear and anger are among the most popular manipulated emotions.

The audience plays the primary role in choosing the types of communication used to make the advertising and messaging relevant and appealing. To use a commercial trick marketers have to know the culture, religion, language of the target audience. Advertising that inspires basic emotional responses, such as hope, fear and desire, offers the chance for resolution of these feelings by buying a particular product or service. Emotions play an essential role in the advertisements created for the company; a "feel good" experience is associated with the product and this is shown in the semiotic analysis of the product's advertisements.

It was found out that the most popular methods used in the analyzed Coca-Cola promotional videos both for Russia and for China are:

1. Association
2. Appeal to emotion
3. Selling a lifestyle
4. Promise of better future

As far as the difference in approaches is concerned, in the Russian promotional campaign the Coca-Cola Company uses associations with fun, parties and a 'feel good' experience, appeal to optimistic emotional state. Coca-Cola itself is presented as a social drink, and as a lifestyle of mostly young people. The promotional video for China, on the other hand, associates this drink with communication, optimistic emotions and happiness.

Mostly, Chinese buy Coca-Cola as a usual every-day drink, they buy it not for parties, but to quench thirst. At the same time, in both videos Coca-Cola evokes associations with happiness and fun, refreshing, taste, social gathering and sense of belonging. Also Coca-Cola appeals the audience by beauty in different forms, for instance, in slogans, form, and life-style.

The undertaken research shows on the example of the Coca-Cola Company campaigns in two countries how advertising creates appeal of the product, on the one hand, referring to different culture based values of the audience and, on the other hand, preserving its universal appealing factors.

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PROBLEMS AND PROSPECTS OF COOPERATION BETWEEN THE CUSTOMS AUTHORITIES IN THE CUSTOMS UNION OF BELARUS, KAZAKHSTAN AND RUSSIA

Cooperation of the Customs bodies contributes to increase of efficiency of its activities to ensure the observance of the customs legislation of the Customs Union