

In conclusion, the psychology of colour as it relates to persuasion is one of the most interesting — and most controversial — aspects of marketing. And shopping is undoubtedly the art of persuasion. Though there are many factors that influence how and what consumers buy, a great deal is decided by visual cues, the strongest and most persuasive of which is colour.

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## GUERRILLA MARKETING

Every year traditional ways of promoting goods and services become less effective. People see too many advertisements in their everyday life that they even do not pay attention to them. That is why companies search for new ways of drawing buyer's attention, so they start to use guerrilla marketing.

Guerrilla marketing is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results.

Jay Conrad Levinson introduced the original term in his book “Guerrilla Advertising” in 1984. The term guerrilla marketing comes from guerrilla warfare, which is a form of irregular warfare and relates to the small tactic strategies used by armed civilians. Many of these tactics include ambushes, sabotage, raids and elements of surprise. Much like guerrilla warfare, guerrilla marketing uses the same sort of tactics in the marketing industry.

This alternative advertising style relies heavily on unconventional marketing strategy, high energy and imagination. Guerrilla marketing is about taking the consumer by surprise, make an indelible impression and create copious amounts of social buzz. Guerrilla marketing is said to make a far more valuable impression with consumers in comparison to more traditional forms of advertising and marketing. This is due to the fact that most guerrilla marketing campaigns aim to strike the consumer at a more personal and memorable level. One of the goals of this interaction is to cause an emotional reaction in the clients. And the final goal of marketing is to get people to

remember brands in a different way than they are used to. The challenge with any guerrilla marketing campaign is to find the correct place and time to do the operation without getting involved in legal issues.

Guerrilla marketing is often ideal for small businesses that need to reach a large audience without breaking the bank. Big companies in grassroots campaigns also use it to compliment on-going mass media campaigns. Individuals have also adopted this marketing style as a way to find a job or extra work.

In business, people use two types of guerrilla marketing: creative and hidden, the latter includes life placement strategy.

Creativity in guerrilla marketing usually appears in business cards with unique design, the use of environment and cunning wiles, which help to attract clients before competitors do. The main point of this type of guerrilla marketing is that the activities are done exclusively on the streets or in other public places, such as shopping centers, parks or beaches with maximum people access to attract a bigger audience.

One more type of guerrilla marketing is hidden marketing, which means that the target audience is not aware of being influenced. Life Placement is an example of hidden promotion — marketing direction, which uses the principle of appealing to the subconscious impulses of consumers by drawing attention to their product using fake happy customers (often used by appliances and computer equipment stores), sending numerous promoters with original box to the streets.

Thus, guerrilla marketing is not only a fashionable trend, but also a perspective strategy. However, its implementation should be preceded by serious preparatory work, and its introduction should be accompanied with quality support. Proper assessment of the priorities of the target audience, the original idea and the ability to use such marketing in life will allow attracting the attention of customers with minimal cost.

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WASTE HAS VALUE, OR WHAT IS THE SHARING ECONOMY?