

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?

Humanity urgently needs to move beyond the restrictive ideologies of the past and embrace solutions that meet the common needs of people in all nations. In an increasingly unequal and unsustainable world in which all governments need to drastically re-order their priorities, a call for the sharing economy embodies the need for justice, human rights and sound environmental stewardship to guide policymaking at all levels of society. The Sharing Economy is the latest example of the Internet's value to consumers. This emerging model is now big and disruptive enough for regulators and companies to have woken up to it. That is a sign of its immense potential and it is time to start caring about sharing.

According to the definition, the Sharing Economy is a socio-economic ecosystem built around the sharing of human and physical resources. It includes the shared creation, production, distribution, trade and consumption of goods and services by different people and organisations. It basically encompasses such aspects as swapping, exchanging, collective purchasing, collaborative consumption, shared ownership etc. Broader definitions of The Sharing Economy include peer-to-peer lending (though cash is hardly a spare fixed asset) or putting a solar panel on your roof and selling power back to the grid (though that looks a bit like becoming a utility). Think AirBnb or Zipcar. While sharing goods has always been a common practice among friends, family and neighbours, in recent years, the concept of sharing has moved from a community practice into a profitable business model.

Sharing is a big business. There are now 17 billion-dollar companies with 60,000 employees and \$15 billion in funding in the sharing or collaborative economy, according to Jeremiah Owyang and VB Profiles. That includes the venerable eBay, founded in the dim mists of technological antiquity, and relative newcomers Etsy, Chegg, WeWork, Airbnb, and — of course — Uber. Owyang classifies collaborative economy companies in a honeycomb rubric with 12 core verticals or categories, including transportation (where Uber and Lyft belong), space (where Airbnb sits), and goods (where he's placed Etsy and eBay). Interestingly, the largest number of billion-dollar companies are in those three spaces, plus a fourth: money, which features

LendingClub, FundingCircle, Prosper, and TransferWise. While most of the startups are relatively recent — many became billion-dollar companies in less than four years — they have their roots in tough times, Owyang says. “Many of these startups birthed from the trough of the 2008 recession,” he told me via email. “The startups received unreported friends and family money, then got market traction with adoption, then were able to seek out traditional investors, resulting in the investment boom a few years later.”

The collaborative or sharing economy has received \$15 billion in funding — more than the entire social networking space that has spawned giants like Facebook, Twitter, Snapchat, and more. If that’s any indicator, the collaborative economy is still in its infancy, and many more billion-dollar companies (and unicorns) are coming soon.

Some experts this emerging sharing economy has come about because society has collectively arrived at a more altruistic place in our evolution: we don’t all need to own drills or KitchenAid mixers – since most owners only get a few minutes of use out of them a year. Others simply attribute it to Clinton’s old adage, “it’s the economy, stupid,” with trying financial times forcing us to reevaluate the way we interact with one another and with the resources we have at hand. Whether it is a monetary or social paradigm shift, ‘Bloomberg Businessweek’ magazine considers The Sharing Economy to be one of the 85 most relevant discoveries and events for the last 85 years. And we are the lucky observers and users of that great discovery.

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TRYVERTISING: THE GROWING CULT OF ‘TRY BEFORE YOU BUY’

Nowadays people are obsessed with new experiences, especially those ‘first time’ ones. People are always asking, ‘What’s new?’ ‘What’s fresh?’ Every day experienced consumers try out new services, new flavors, new authors, new destinations, new anything. As a result, now consumers are transforming into trysumers. If to divide all