

Or another example. A large-scale innovative project on developing the topical tourist routes Belarus N carried out by Belorusneft Company in cooperation with the communication agency Group NEF was launched in May, 2015. Fuel filling stations will serve as information, resource and equipment centers for tourists. The single standard branded service and learning program will be offered to tourists making trips under the project. Belarus N promises great economic benefits for our country and will create a positive image of the state.

So, summarizing the results of our research, we can conclude that:

1. Experience economy is new type of economy, following the agrarian, industrial and service economy.
2. Experience is a product, which companies sell to satisfy their customers.
3. It means a lot to customers, because commodities, goods, and services are external them, but experiences are inherently personal.
4. There are few examples of experience economy in Belarus, and it still develops.

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THE INFLUENCE OF THE STEREOTYPED THINKING ON THE MARKETING POLICY OF THE COMPANIES

One of the factors which most strongly affect economic and social life of the society is advertising. It permits the increase in the number of the sales of the product in the

market and, correspondently, directly regulates its wholesale and market value. Nevertheless, the fact that some methods used by companies' marketing experts are not acceptable for specific segments of people and are based on stereotypes and beforehand systematized human's images cannot be denied. Of course, beautiful pictures are important for the sales, but such measures can lead to disorder in the society's social structure.

Marketing research is usually being held to clarify what images will be more attractive for the selling of each good or service. The indicators which are being accounted during the segmentation of the market of consumer goods are the following:

- 1.geographic;
- 2.demographic;
- 3.social-economic;
- 4.national-cultural;
- 5.personal;
- 6.behavioural.

A number of research showed that «by the effect of attractiveness women's images take the leading stand. The next are kids, animals, especially pets, and only after them – men». Advertising as mass media contributes to the forming of gender stereotypes, audience's self-esteem, hence the necessity in research of issues of women images' perception by the potential consumer is increasing. Such images are most often oriented on both men and women audience, but mostly on men.

Doubtless benefit of using such methods in advertising is the increase in demand for the good and its selling in the market, which increases the profit of the company. It relates also to the human services: people engaged in the advertising of the service are viewed as attractive enough according to stereotypical thinking, inspiring more trust in some of the customers, and therefore, more willingness to use the proposed service. But this can't affect the process of marketing fully positive as this type of advertising causes the feeling of discomfort in the remaining customers due to sexism contained. Gender stereotypes can be noticed not only in the image of the people involved in the advertising but also in the name of the production. For example, the names of the shower gels and other hygienic items: the aromas of "juicy strawberry" and "tropical peach" for women's production and the smell of "coal" for men's. It should also be noted that the quality of skin care of these goods has no difference, and thus, the only one is the approach of the marketers.

Surely, the usage of the mentioned marketing methods is expedient for the sales, so organizations will continue using them for their own purposes raising demand for goods at the certain part of the population. But the other part, which perceps such ways of distributing the goods in the market as sexist and insulting particularly for them, should be also taken into consideration. Respectively, companies should think of less stereotypical methods of advertising and issue of limited goods circulations, which will not have genderly reasoned designations. Perhaps during the initial period it will entail additional charges, but it will be paid subsequently due to engagement to purchase satisfied by the changes in marketing policy customers.