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ADVERTISEMENT ISSUES IN THE MODERN WORLD

Modern business can't be done without advertising. The advances of the information age are too hard to ignore. Everybody watches TV, goes to movies and listens to the radio, which are the biggest advertising platforms. You can plug the product placement of your choice in almost every movie (for the right price of course). You can sponsor almost any radio station for a small favor of a shoutout to one of your products. And should I even mention the television industry, where literally 25% of the air time is filled with nothing but advertisement [1]. Information is everywhere, and so seem the opportunities to improve your sales. But everything is not as simple as it looks like.

When making a video or a poster which should possibly make your product or brand known, you should keep a few rules in mind. Those are not only the rules of law or some kind of obligation, but rather the rules of common sense.

First of all, make sure that your advertisement represents the values of your brand.

In short, brand values are the message that your product is intended to carry. Those values will help you create an image of your brand in the minds of your clients. Brand values help your potential customers to identify with your products, which can later on evolve into brand loyalty, thus allowing you to raise prices while not losing customers. But you should be careful while "constructing" such values.

A good example of carelessness can be made out of the now 2-year-old Pepsi advertisement, which was intended to carry a message of peace, unity and understanding, but instead turned out to be a disaster. The ad features a reality-TV star giving a can of Pepsi to a policeman to end the protest over police brutality towards the black people. The ad was perceived as disrespectful and 'tone-deaf' towards the problem[2]. Needless to say, such advertising campaign has failed to achieve its purpose.

Other important thing is to keep in mind your target audience. When trying to improve your sales by attracting new people to your brand you should be careful not to upset your already existing ones. This is especially true if your product specifically targets at one group of people: ideology, gender, subculture, and even people who prefer not to use certain products (meat products and vegans for example). This is true because in this case by trying to appeal to a new audience you lose touch with your previous one, which may later require either apologies that will ruin your reputation or complete rebranding with large excessive costs.

The prime example of this case is the recent Gillette advertisement. The company tried to appeal to the politically correct movement with questionable message, accusing all men of "toxic masculinity" [3]. This caused a major

backlash and a large boycott movement for all Gillette products. Of course, the consequences of such ad campaign were not the most profitable. “According to YouGov BrandIndex, Gillette’s buzz score – which is a balance of the positive and negative things people have heard about a brand – has fallen by 5.8 points over the past week to -3.4. That shows more people have been hearing negative things about the brand than positive and takes it from seventh in a list of 45 health and beauty brands to bottom. Of even more concern for the brand should be that purchase metrics have started to shift downwards. Consideration has fallen by a statistically significant 12 points over the past week to a score of 16.4” [4].

And the last but not least: be truthful to your customers. Do not lie about the origins of your products. All your claims regarding health impact of your goods must be backed up by solid proof. Don’t insult or advertise against other brands. Also you should be extremely careful with advertisements targeting young children. Violation of any points made in this paragraph will not only dissatisfy your customers, but might and will cause you legal problems and major money losses.

To sum up, the business world sometimes may be tricky. Everything around us may turn into a controversial topic which can be used to gain profits or, when used carelessly, lose them. The ways of using such means of advertisement are diverse, and completely yours to use.

References:

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