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THE DEVELOPMENT OF ADVERTISING OF BELARUSIAN BRANDS IN BELARUS AND ABROAD

Any business will flourish with a large number of consumers, and in order to get such a number of customers it is necessary to spread information about the product or services. However, buyers will never come to buy the goods if they know nothing about them. Therefore, the word "advertising" nowadays is the main impetus in trade.

Belarus has formed the advertising market. Every year we see a significant growth of Belarusian advertising, as well as its decent quality. It is necessary to advertise the product, make it popular in order to ensure good sales of Belarusian brands. It applies to both advertising on television, radio and the Internet, as well as on billboards. The more people will know about Belarusian products, the more customers will be attracted. And thus the number of goods for export will increase. Properly presenting its product, Belarus will be able not only to strengthen its position in the domestic market, but also to take a strong market share in the foreign one.

Analyzing the statistics of development of the advertising market in Belarus it can be concluded that the market situation in the period from 2010 to 2018 is quite unstable. Thus, in 2011 there was a significant decline in the volume of media investment, namely 30%, which can be explained by the unfavorable economic situation due to the financial crisis of 2011 in Belarus. The peak of development of the advertising market was 2014, the volume of media investments was more than 115 million dollars.

The survey conducted on popularity of Belarusian brands in Belarus and abroad has found out the problems in advertising of domestic products. The example of the company «Belita-Vitex» proves that fact. Due to the lack of advertising «Belita-Vitex » is much inferior to other brands that do not spare money on advertising. Despite the fact that the quality is not worse, and in some cases even better, its goods are less popular among consumers.

So, advertising is the engine of trade. If you do not advertise your products or services - you just do not exist on the market.