

MEMES AS BUSINESS TOOL

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The modern world is difficult to imagine without advertising. It accompanies us everywhere. There are a lot of types of ads and the very new and effective one is meme advertising. This work I dedicated to the research of what a meme is and how it influences the sphere of advertising.

84 % of millennials don't trust traditional advertising. That is a huge part of audience. What they do like is memes. So how to advertise to the audience who doesn't want to see ads? One of the effective methods is to turn the ad into a meme. Even though memes appeared in advertising not so long ago, the word "meme" is older than a regular person would think.

The concept of a meme first appeared in 1976 in the book of an evolutionary biologist Richard Dawkins 'The Selfish Gene', and 5 years later, it was included into Oxford dictionary as "an idea that is passed from one member of society to another, not in the genes but often by people copying it". In the book, Dawkins compared memes to genes. He proposed the idea that all culturally significant information consists of basic units-memes like biological information consists of genes. Based on this idea a new controversial science Memetics appeared in the mid-1980s. Critics consider it unreasonable to transfer the principles of genetics to the analysis of information processes in other areas.

Most researchers of the phenomenon agree that a meme is a unit of information significant for culture. Therefore, anything can be a meme. The modern form of memes is Internet-memes. The main characteristic of an Internet meme is its vitality, the ability to spread quickly on the Internet and be replicated by a large number of copies among users. It reflects the popularity of the meme, how much it coincided with current issues and public sentiment.

Since memes exist to convey emotions and call for them, the transmission of an Internet meme among users is usually to share a certain emotion. That is the property that marketers use. When advertising takes the form of a meme and begins to boost from

person to person, the company gains growing customer loyalty. When a user shares content for the sake of laughter, he instinctively defends the position of the brand.

Memes are good because it's unnecessary to spend time creating a new video or picture. This saves time for many small businesses and digital marketing professionals. Memes also save money, because instead of creating original advertising, you can take a meme without copyright. All you need is just to add a bright title to an already existing image.

On the other hand there is one significant drawback — one wrong step, a poorly chosen picture or expression and the company will become the laughing stock of cyberspace. Funny pictures and sarcastic posts are not suitable for any type of business. For example, a company selling high-end ceramic tiles doesn't post memes, because it looks ridiculous for their audience.

To sum up, Internet memes are an integral part of the modern world. Memes become the format that helps to stand out from the crowd and attract the attention of consumers. Memes are a new effective way of advertising for attracting a young audience. They are a powerful tool for the promotion of ideas in society.

References

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