

TV COMMERCIALS IN GLOBAL MARKETING AND BELARUS

Advertising has always been a crucial aspect of any marketing strategy. Over the past decade, with the development of mass media, it has evolved into a special field of its own. Even though there is a shift of the main advertising medium in favour of the Internet, most brands still invest in TV commercials. In this work we will elaborate on the modern tendencies in TV commercials.

The purpose of the study is to analyze how TV commercials vary from region to region and find their common and differing patterns. We believe the research findings can be applicable whilst developing an advertising strategy for various regions.

We would like to present our findings on the cultural tendencies in TV commercials in 3 regions. We analyzed 20 commercials per 3 countries: the USA, Japan, and Belarus, since they demonstrate considerably different attitudes to advertising and commercials in particular due to the cultural peculiarities of the regions. The criteria and the underlying principles for the above-mentioned analysis were borrowed from the Journal of Advertising Research [1] and the presentation “Advertising: Japan vs. USA” by Rachel Chang [2]. The research findings are given below.

The long duration of TV commercials (40-60 sec) is typical of the USA, the medium (25-40 sec) – for Belarus and the short (15-25 sec) – for Japan. The so called “hard sell” promotion technique is a feature of USA TV commercials, while the “soft sell” is common for Belarus and Japan. Celebrity endorsement in the USA and Belarus implies participation of national famous people, whereas in Japan foreigners are widely invited for starring. Product highlighting in the USA and Belarus is more prominent than in Japan. The “blatant” advertising style is peculiar to the USA, while in Belarus and Japan “suggestive advertising” is used. The USA commercials are targeted at a global audience, whereas Belarus and Japan advertisers focus on their local viewers. Regarding the two approaches to creation, the USA and Japan welcome creativity, while Belarusian companies adhere to neutral patterns.

Since we have a keen interest in Belarusian TV commercials, in the course of analysis we deduced some of their characteristics, such as: government regulation of commercials production [3]; mostly a story-telling composition; strong focus on common values (family, national culture and language, healthcare); traditional characters: 1 – a successful businessman – to advertise phone and Internet service providers; 2 – a clumsy family man and his helpful wife – to promote foods and medicine producers; 3 – an obese man and a fit one – to market foods and healthcare supplies producers [3].

In the course of research we also collected data on Belarusians’ current perceptions and expectations of national TV commercials. We surveyed 100 people

(aged 18 – 35) according to the criteria we applied in the regional analysis above and the results are given in the following paragraphs.

71% of the survey respondents who are currently students feel positive about Belarusian as the language of TV commercials, while 3% feel negative about its usage in commercials, and 26% show no strong opinions on this matter. As for the survey respondents who are currently employed, only 61% of them welcome the Belarusian language into the world of TV commercials, 7% do not, and 32% are indifferent to it as a language of TV advertising.

Among the student respondents 59% prefer short duration of a commercial, 35% – medium length and only 6% – the long one, while 71% of the working respondents prefer short duration, 23% – medium, and as much as 6% – the long one.

52% of the student respondents are indifferent to celebrity endorsement, 39% welcome their involvement in TV commercials, while 9% consider that it is not necessary; compared to 42% of the working respondents who feel indifferent, 35% who welcome celebrity endorsement, and 23% who feel negative about public figures starring.

77% of the student respondents adhere to the entertaining way of advertising and 23% prefer getting practical information about the product; the percentages for the working respondents are 71% and 29% respectively.

62% of the student respondents prefer less verbal accompaniment in commercials and 38% would rather have a greater amount of it; at the same time 77% of the working respondents welcome a concise verbal part of the commercial and 23% admit that they appreciate eloquent verbal accompaniment.

23% of the student respondents welcome frequent product mentioning, 33% stay indifferent to this technique and 44% find it irritating; 10% of the working respondents welcome frequent product mentioning, 55% do not and 35% are indifferent to it.

Regarding the two types of composition, Story-telling and Normal product promotion, 61% of the student respondents enjoy watching the first type, 39% – the second one; among the working respondents the difference is even slighter – 58% and 42% respectively.

Approximately all the student respondents (99%) stated that commercials makers should invent new creative patterns of promotion while the percentage of the working respondents who value creativity is 77%, and 23% of the total number consider common standardized patterns more appropriate.

Along with the numerical data, we collected some comments on the present state of the Belarusian TV commercials. The respondents appreciate the usage of the Belarusian language, elements of entertainment and humour in commercials, visuals, and an unobtrusive way of promotion. The respondents dislike sexism, stereotyping, and clichés, lack of inventiveness, and bad jokes.

To summarise, however globalized the world is becoming and however fit-all-tastes commercials brands tend to produce, it is still vital to consider the cultural peculiarities of various countries and psychological make-up of the audience when planning an advertising campaign.

REFERENCES:

1. Lin, Carolyn A. Cultural differences in message strategies: a comparison between American and Japanese TV commercials / Carolyn A. Lin // Journal of Advertising Research. – July-Aug. 1993. – P. 40–48.
2. Chang, R. Advertising: Japan vs. USA [Electronic resource]. – Mode of access: <https://prezi.com/rv23ccvkr9kb/advertising-japan-vs-usa/>. – Date of access: 01.03.2020.
3. Marketing.by [Electronic resource]. – Mode of access: <https://marketing.by/analitika/>. – Date of access: 25.02. 2020.

Alesia Yermik
Science tutor *L.N. Kleiner*
BSEU (Minsk)

FOREIGN COMMERCIALS ON THE BELARUSIAN MARKET

Advertising is a sphere of business which is becoming more and more international day by day. A lot of global brands which are popular in European countries and the United States enter Russian and Belarusian markets. That is why they are supposed to somehow promote their goods and services in order to attract customers from these countries. Some of these brands create their own advertisements and use them on the Internet or TV, but some decide not to elevate their creativity and take some advertising videos made in foreign subsidiaries of their company, translate them into their native language and use for promotion. Of course, it is a fast and not very expensive way but is it the best one?

The aims of my research are:

1. to compare the commercials of the global brands created in our country and abroad;
2. to figure out the attitude of people towards foreign commercials on TV and on the Internet;
3. to develop practical recommendations on how global brands can improve their advertising in Belarus.

There are many examples of translated commercials. One of them is a commercial created by the advertisers of the “Jacobs” brand. This brand of coffee is well-known among the whole Europe. Every year their commercial with Santa Claus can be seen on TV, and it is a strong association with the song “Let It Snow”. I have analyzed three commercials of this brand: the Christmas one, “Eva” created in 2017 and “Millicano” created in 2018. These commercials can be found in the Russian, Ukrainian and English languages and they are absolutely the same except the voiceover and the signboards on the locations. There are no commercials of this brand created in the Russian language which is rather disappointing.

Another example of a global brand with memorable commercials is the “Coca-Cola” brand. Their Christmas commercials are also adapted to the Russian and