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## **GAMIFICATION IN MARKETING**

Nowadays people's relationships to traditional forms of online advertising are changing. As people are moving away from traditional advertising, and becoming increasingly apathetic to traditional advertisements, companies are seeing the need to build relationships with their customers. And one of the newest phenomena in marketing is gamification. This marketing tool can be defined as the application of gaming elements to branches that are not related to the gaming industry. Within the marketing industry, gamification serves the purpose of engaging and motivating users to perform actions in association with a brand to boost sales.

The list of tasks implemented by gamification is very wide: attracting more representatives of the target audience, associating the brand with something non-standard and funny, and achieving a high level of awareness and virality. Moreover, it remains one of the most powerful tools for building and strengthening loyalty. However, the most essential goals of gamification is expanding the user audience and monetization. Game elements are a way to attract new customers and bring back those who have already made a purchase. However, it is necessary to pay attention to other marketing components, since gamification itself will not give the desired effect without them. It will only hold users for a while, forcing them to view more content, including advertising. What is important is that gamification, as an advertising tool, is cheaper than most other product promotion technologies.

It is underlined 5 different forms of gamification marketing as transmedia, brandification, advergaming, experiential marketing, alternate reality games.

Social networks, namely Instagram, were chosen as a platform for checking the relevance of gamification in our research. A business account with a target audience of 17-22 years old and 689 people was used for the survey. During the week, stories and posts with gamification elements were published every day. Compared to the beginning of the period of use of this marketing tool, the coverage increased by 6%, and the number of subscribers increased by 58.

To sum up, gamification is an incredible marketing instrument which allows us to find new audience and increase profit. In the eyes of the consumers, it is the fact that the

game offered to them reduces the “advertising” of the product acting as a source of emotions. And emotions are the best sales tool.

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## **ONLINE VS OFFLINE ADVERTISING**

The purpose of the paper is to analyze and compare two types of advertising: online and offline.

Offline advertising is a traditional method of notifying customers about products or services without using the Internet. Before the advent of the Internet, this type of advertising was not called offline, it was just a conventional method of distributing information about goods and services, which brought a stable income to advertisers.

Online advertising is the art of using the internet as a medium to deliver marketing messages to an identified and intended audience. It is designed to persuade the targeted customer to engage in a specific action – like, making a purchase.

Both have pros and cons. Building trust faster, creating a long-lasting impression on customers, it cannot be ignored and targeting people offline are pros of offline, but its effectiveness cannot be accurately measured, it can be costly, its reach is limited and print ads are allowed only for a limited amount of time. At the same time Online advertising is more measurable, convenient, has a global reach, allows for direct feedback from customers. However, it requires special expertise, cannot reach those who are offline, the competition is tough, takes a while to build trust.

The online ad displays to everyone who passes by the poster, flyers, etc. In contrast, the offline ad can show to everyone in a row, or we can identify potential customers and show them ads. The cost also varies: for offline it is a subscription fee, usually monthly, in opposition to online it is paying for 1,000 impressions or for clicks on the site, so you pay for what benefits you. After seeing an interesting online ad, the user can go to the site to get better acquainted with your products. In offline ad there is no interaction. Online ad can provide enough to study thoroughly the portrait of the target audience, how it interacts with ads and user behavior on your site, when offline can't provide this opportunity.

For a better analysis of our topic, we decided to conduct a survey. The aim of the survey is to determine the top 5 most famous cafes in Belarus.

Leaders in the question ‘What is your favorite cafe?’ are: *Параграф, SurfCoffee, Cafe Saund, Monnom bar, Hotfix*. Most often people hear about *Тьерри, Параграф, Гараж, Hotfix* and *Васильки*. Ads of *Hotfix, Гараж, Коммунарка, Параграф* and *Стихи, поцелуи* people see frequently. It is also worth noting that the most common age of survey participants is 17-20 years old.