

media-marketing-for-the-promotion-of-cosmetic-products/. – Date of access:
11.03.2021.

Sviatlana Hurbanovich
Science tutor *L. Bedritskaya*
BSEU (Minsk)

COLOR IN BELARUSIAN MARKETING

Colors can change perception, alter our senses, make us emotional, etc. Colors have the power to improve our memory and attention, and even the power to convince us to make a certain decision. The purpose of this paper is to define the impact of color in brand mark design on consumers in Belarus and find out which colors are prevalent to Belarusian businesses [1].

Regions of the world can have a great effect on how colors are interpreted by those viewing them. For example, let's take the color associated in the west with mourning, black. In very far eastern cultures, as well as Indian cultures, brown is the color of mourning. Black in those cultures can mean either stability or negativity, respectively. In the Middle East, blue is associated with loss, along with black. Green, as another example, is almost always associated with hope, fertility, and harvest universally, except for in the west, where people view it as a symbol for wealth or greed [2].

Color meaning and the psychology of colors can powerfully impact people's behavior and decision-making. People make subconscious judgments about a person, environment, or product within a few seconds or minutes. Color plays into this initial impression. Color can often be the reason someone purchases a product. Research conducted by the secretariat of the Seoul International Color Expo found that 93 percent of buyers focus on visual appearance. And close to 85 percent claim color is a primary reason when they make a purchase [3].

I conducted research and looked through 30 companies' logos on Belarusian market to identify colors which organizations use in their brand mark. The results are amazing: 86 percent of logos consists of red and white.

White is associated with feelings of cleanliness, purity, and safety. White represents a new beginning, lightness, perfection, peace, innocence, etc. White space helps spark creativity since it can be perceived as an unaltered, clean slate. A blank sheet of paper opens you a world full of creative possibilities [4].

Marketing colors like red can capture attention. The red color meaning is associated with excitement, passion, danger, energy, and action. You might've noticed that some brands use red for 'order now' buttons or for their packaging as a way to stand out on the shelf. In color psychology, red is the most intense color. And thus, can provoke the strongest emotions [4].

These colors represent patient, tolerance, peace, independence, self-sacrifice and loyalty of Belarusian people. It must be pointed out that red and white colors are closely connected with history of the country. Belarus had had red-white-red colors flag but the flag was officially replaced by green-red one. Both flags have white color that symbolizes purity and hospitality and red color that represents determination and victimhood of our people. Obviously, these eye-catching colors are familiar to Belarusians and causes the sense of comfort [5].

Another example of color marketing is McDonald's brand mark. Colors red and yellow have been chosen for a reason. These shades stir up your appetite, making your mouth water. A clean and neat "M", composed of two arches, is executed in yellow and placed on white. No outline, no lettering, nothing. It looks modern and stylish, reflecting the company's heritage and making people all over the globe smile and think of happy moments. But if you've ever been to Europe, you've probably noticed that McDonald's restaurants are not red and yellow but green and yellow. Back in the early 2000s, McDonald's was facing enormous pressure from European activist's groups and environmental organizations regarding their business tactics. As the pressure was growing, the company decided that it was time to take action in order for critics to stop vilifying them as an example of greed. In 2007, the group announced a series of environmental and social initiatives throughout Europe aimed to prove that the company is environmental friendly [5].

In color psychology, green is highly connected to nature and money. It is the color of springtime. Growth, fertility, health, and generosity are some of the positive color meanings for the color. Green represents safety and is linked to prosperity, wealth, good fortune, and finances. It is used in stores to relax customers and promote environmental issues. It is considered a relaxing, soothing color that is thought to have a calming effect and to relieve stress. So, in order to communicate the change and for their restaurants to reflect this new branding, the classic red color was replaced with a sage green [4].

To conclude it should be mentioned that the truth is that there are no "best" marketing colors. It all depends on the brand image you wish to convey, whether bold, sophisticated, friendly, reliable, or creative, and the response you want to elicit from customers. One thing is sure: 'There's a color to match every taste, style, and emotion' [3].

REFERENCES:

1. Alejandra Salazar 'How colors affect us and what each one means' // Color psychology [Электронный ресурс]. – Mode of access: <https://blog.cognifit.com/color-psychology/>. – Date of access: 21.02.2021.
2. Brandon Gaille 'What colors mean in different cultures' // Web design [Электронный ресурс]. – Mode of access: <https://brandongaille.com/what-colors-mean-different-cultures/>. – Date of access: 21.02.2021.
3. Dash Burst 'How to use the psychology of colors when marketing' // Marketing tips [Электронный ресурс]. – Mode of access: <https://smallbiztrends.com/2014/06/psychology-of-colors.html>. – Date of access: 21.02.2021.

4. Nicole Martins Ferreira. 'How color meanings affect your brand' // Color psychology [Электронный ресурс]. – Mode of access: <https://www.oberlo.com/blog/color-psychology-color-meanings>. – Date of access: 21.02.2021.
5. 'Here's why European McDonald's signs are green' // I'm a useless info junkie [Электронный ресурс]. – Mode of access: <https://theuijunkie.com/heres-why-european-mcdonalds-signs-are-green/>. – Date of access: 05.03.2021.

Anna Gutovets, Yuliya Pustoshilo
Science tutor *L. Vasilevskaya*
BSEU (Minsk)

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