

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.

Based on the results of the survey, we decided to consider in detail two cafes: *Тьерри* and *Hotfix*, since both are leaders. These cafes appeared around the same time in our country (2017 and 2018), but they have a different strategy for promoting their cafe.

Тьерри is a supporter of traditional advertising methods, in social networks or on the Internet, you will rarely find inviting pictures of this cafe. It has gained its fame thanks to the “word of mouth” and the high quality of the cafe, which leaves a pleasant impression on visitors. From offline advertising, you can rarely find any flyer or banner, here the emphasis is on the authority of the cafe and the recommendations of close people who have already visited the cafe. *Тьерри*’s philosophy consists of three important points: authenticity, patience, and creativity.

In contrast to *Тьерри – Hotfix*, which is more likely to use the Internet space for promotion. However, this does not exclude the fact that they do not have offline advertising. This cafe has a huge number of posters and various flyers in the cities of the Republic of Belarus, where it invites mainly because of its low prices. Cafe *Hotfix* is known as the place with the lowest prices for drinks and food, but this does not guarantee high quality, which is why they do not have such a high authority as *Тьерри*. *Hotspot* has a different company philosophy: “reasonable consumption instead of overpayment”.

As a result of comparing the *Hotfix* and *Тьерри* and analyzing our survey, we can draw the following conclusions:

1. “Internet advertising in our time is a mandatory component of any cafe promotion” – this is a myth.
2. Depending on the positioning of your cafe, you should build your advertising promotion. The higher the prices in a cafe and the more prestigious it is, the less online advertising it can use, because of the pleasant impression of visitors, the effect of word of mouth will appear. If the focus is on young people, then online advertising is the most effective way.
3. Online advertising helps to monitor the statistics of cafe promotion, advertisers see which categories of the population pay attention to their advertising, who is interested in it, etc. Online advertising is more flexible, more targeted, interactive, and more user-friendly for both the consumers of this ad and the advertisers themselves. As a result, all parties win.

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