

will share their negative experience with the world. Therefore, the brand's bet on honesty in many cases is the best strategy!

Many experts are confident that honesty is the basis and guarantee of long-term and successful relationships with the target audience. The Canadian brand The Ordinary produces cosmetics in plain white packages with specific names of products. Moreover, the brand name means "simple". Despite the fact that such a product is a bit like medical drugs, the brand's bet for honesty worked, especially against the background of bright packages and colorful descriptions of other cosmetics. And sales of The Ordinary continue to grow [1].

Each brand can choose the way of honest marketing, changing only the tactics of influence.

Honest marketing is true marketing. This is the case when a brand shows its uniqueness. By changing the strategy and reformulating the marketing messages of the target audience about its advantages towards the truth, the company gains confidence in its products, makes sure that it is really able to help customers and makes them happy. This can also create recurring sales, since the consumer was not disappointed in the product and was satisfied [2].

Thus, honesty is the current trend in marketing! Vague promises of marketers no longer affect modern consumers, but, on the contrary, repel them and reduce the level of brand loyalty. The time of fast-acting marketing, psychological and other techniques has passed. Honest communication is a conscious and meaningful presentation of the brand and its products to the market. Being honest with your customers means setting realistic expectations about your products / services. Accordingly, companies minimize the risk of possible distrust of consumers and build long-term and strong relationships with consumers!

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CELEBRITIES AND ADVERTISING – PRODUCT SALES SUCCESS OR A PATHETIC WAY TO ATTRACT PEOPLE?

Whether it is a pop singer promoting soft drinks or a celebrity influencer showcasing products on social media, celebrity advertising is hard to ignore. Celebrities

naturally command attention and that includes celebrity endorsement or celebrity branding. Featuring celebrities in advertising can grab attention immediately and enhance a brand, and for that reason it has always been a high-impact marketing tool [1].

The use of celebrities to sell a product is far from a new concept. In the mid 1800s, patent medicines earned the endorsements of queens and popes. Though the times have changed and the methods evolved, the same basic concepts that were true then prove effective today [2].

To give it a formal definition, celebrity branding is the use of famous people to generate buzz around a product or service. Typically, celebrity endorsement is associated with large companies. Increasingly, smaller and less known companies are reaching out to celebrity influencers to promote their brands. Celebrity endorsement builds credibility and can expose a brand to new markets. Celebrities have substantial social networks and people are always interested in the trends and products that celebrities endorse. Celebrity branding on social media has the potential to reach more people than other traditional advertising methods [1].

Celebrities are able to reach a lot of people through different media. Celebrities can reach people through television, traditional media and also social media. The other major reason they are so powerful is because of the celebrity effect.

Social media has been a major factor recently in driving product sales. That is in large part because social media can provide curated glimpses into the daily lives of celebrities. Celebrities are familiar faces that we associate with familiar characteristics. People are inclined to trust a recommendation or endorsement from a known public figure. We feel like we personally know celebrities and we trust them [1].

Nike is well known for celebrity endorsements of athletic footwear. They have had multiple successful celebrity endorsement campaigns. Whether it is basketball or golf, Nike has seen considerable gains from endorsements from athletes such as Michael Jordan and Tiger Woods.

For example, when Jennifer Aniston endorses a perfume, people consider the qualities of Jennifer Aniston with the perfume. Aniston is considered one of the sexiest women on the planet, powerful, and likeable. If Aniston is endorsing a perfume, women (who view Aniston as a likeable, strong, attractive personality) in turn attribute those qualities to the perfume.

This is one of the most common promotion formats on Instagram. You buy an integration, and the blogger simply talks about the product and leaves a link to your account or recommends it personally, also with a link [3]. This is often done in the case of media personalities – they are paid for what they say that they themselves use the product.

Among foreign celebrities, Dwayne “The Rock” Johnson is in the lead, although previously Kylie Jenner occupied the first line year after year. A Hollywood actor asks for a million dollars for one advertising post on Instagram. Advertisers willing to pay such a fabulous amount are regularly found.

Traditional celebrity endorsements might be a better choice for established brands with recognized products. However, traditional celebrities can command high costs. Newer brands might do better by finding up-and-coming celebrity digital influencers.

Often, digital influencers don't have the name recognition of a traditional star, but they may be very influential among target demographic groups [1].

Showing ads in the feed with sound increases the chances that users will notice the ad and click. Especially if humor is embedded in the idea. A large number of images helps to understand the service or product better. In this case, photos of entrepreneurs who have already been on a business tour are used for greater persuasiveness. Commercial accounts use a mosaic – a set of publications, the image of which gives one big picture. It attracts attention. The Stories format is great for audience retention. Such Instagram ads last only 15 seconds and live for 24 hours, but Stories are viewed more often than the feed. The format is ideal for active interaction – you can use surveys, GIFs, add geotags and music [3].

To determine whether students are exposed to celebrity advertisements, the survey was introduced. This survey showed that students really often come across this type of advertising, and they like it. Most people recognize the impact that celebrities have in advertising on their desire to buy a product. The most popular source of advertising was social networks. The leading position among social networks is occupied by Instagram.

From the discussions presented herein, it is evident that the main aim of using celebrities is to obtain as much media coverage for the organization as possible which results in the generation of more sales. The facts presented in this conference paper demonstrate that this is a role that celebrities play successfully.

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AROMA MARKETING AS A WAY TO STIMULATE SALES

The purpose of this paper is twofold. Firstly, to determine how fragrances influence consumer choice. And secondly, to find out how aroma marketing is developed in Belarus.

There is a theory that the neurons were originally in the nose have become extremely important and have become an integral part of the human brain and actually affect the entire limbic system. And what a person inhales directly affects his or her mood and health. In our modern world, overcrowded with advertising and visual overload,