• device targeting – showing ads to users using a certain type of device (mobile phones, computers, tablets) [3].

In the nearby future, companies will be able to customize their advertising on the Internet using psycho-geographic targeting.

The development of such a startup was taken up by the Austrian company RelevanceNow. The company offers to segment the audience by psychotype based on social accounts and blogs. Psychographic user assessment is a unique feature available only on social networks [4].

Also, the next possible way to develop advertising on the Internet is predictive targeting. If the behavioral model focuses on the user's past activity, then the predictive campaigns try to predict the actions and desires of the client in the future.

The peculiarity of predictive targeting is that the first results of the constructed model are amenable to subsequent analysis and can be used to further train the model and increase its accuracy.

Thus, the use of targeting significantly increases the effectiveness of the distribution of advertising information on the Internet, especially in social networks such as Instagram, Facebook, and, recently, TikTok, and also reduces the time and cost of advertising campaigns.

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PSYCHOLOGY OF COLOR IN MARKETING AND ADVERTISING

Color is one of the most powerful tools in the designer's toolkit. With its help, you can attract attention, create a certain mood, influence emotions, perception and behavior.

A survey a study was conducted among students of the Belarusian State University of Economics, "What attracts you in advertising?". From this survey, we wanted to find

out how often students encounter advertising, whether it causes discomfort, what emotions advertising can cause in a person, whether its color affects and whether it is important in our time.

The following results were obtained 56 students are faced with advertising more than 7 times a day, it can cause discomfort and irritate a person. Most people believe that the color of advertising affects us and today it is important.

Based on our mental state, we can say for sure that colors affect brain activity and not only. For example, when the weather is cloudy outside, it can become sad, and when the sun is shining, on the contrary. So, it is with advertising. We also know that the brighter the object, the more it attracts us. The more the advertisement is saturated with bright colors, the more we want to buy. What is the reason for this?

Color is one of the most important sources of information. We form an opinion about an object or another person in the first 90 seconds of interaction.

Today, psychologists use the Lusher test to assess a person's psychophysiological state, stress level, activity and communication skills [2].

It is impossible to accurately guess the audience's reaction to the color solutions. Nevertheless, advertising specialists do not abandon attempts to study this topic more deeply. There is even a whole science – coloristics – that studies color, its nature and characteristics. Designers and illustrators use the knowledge of coloristics in their work to create harmonious color combinations and give products an individual style and mood.

Correctly selected colors in corporate symbols and advertising:
- attract the target audience;
- help to build up from competitors;
- gently and unobtrusively form the desired reaction among.

<u>Red</u>

Among the brands that have chosen this bright color for logos are Coca-Cola, Canon, Levis, H&M and others known to everyone.

Several distinctive characteristics of red in the psychology of color:
- can cause equally positive and negative emotions;
- creates an urgency effect;
- stimulates appetite;
- helps to increase the pulse rate.

<u>Green</u>

According to the psychology of color, green is a symbol of health, freshness, nature, purity and growth. Among the negative psychological associations about green are boredom, inhibition, sacrifice, weakness.

Here are a few theses about green from the point of view of psychology:
- color relaxes the eyes and is a symbol of health;
- green has a clear association with freshness and returning to life;
- a very common color among eco-brands, pharmaceutical companies.

<u>Pink (Fuchsia)</u>

Fuchsia color is bright and noticeable, so only a few brands decide to use it in their logos. Pink (fuchsia) in the psychology of color also has both positive and negative sides. The advantages include: imagination, passion, creativity, entrepreneurship and the desire

for new things. Negative associations: indignation, rebelliousness, impulsiveness, frivolity.

- Pink (fuchsia) is the brightest and most popular color in association with the female sex;
- Pink is a comfortable color that is associated with hope;
- Successfully used in the industry, which aims to "break patterns".

Blue

According to the psychology of color, blue is associated with the following feelings: trust, loyalty, logic, serenity, security. Among the negative associations are coldness, callousness, isolation, unattractiveness.

- The blue color has a pronounced calming effect;
- This is the color of strength and freedom;
- The blue color is a symbol of calmness [3].

Therefore, marketers carefully approach the design of advertising their products. Every color they choose directly or indirectly affects our choice. Although when designing logos, shades are used that are related to the company's field of activity.

In conclusion, we can say that all shades and colors correctly presented by the manufacturer strongly influence our choice when purchasing a particular product. Also, often one color is not capable of much. The harmonious combination of shades will play a winning role for the manufacturer and aesthetic for the buyer.

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THE IMPACT OF DIGITAL ADVERTISING ON CHILDREN'S MINDS

Children of today's generation are strongly affected by mass media. They grow up in a world full of new technologies and universal access to the Internet. This digital environment has a significant impact on the process of value formation of children and their behavior.

The aim of this research is to examine the impact of advertising on children, their sensitivity to digital world and determine possible consequences.