

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.

The research studied the degree and nature of the impact the existing marketing strategies have on the child. Positive and negative aspects of 15 commercials were determined.

First, to fulfill these aims I selected 15 worldwide popular brands (among them Lego, PlayStation, McDonald's, Kinder Surprise, Nesquik, Coca Cola) and their advertisements of products aimed at children from 0 to 16 years old. I analyzed 15 commercials in terms of the strategy used and determined the results of these methods:

Strategy	Result
<i>Cartoon characters.</i> Collaboration of the manufacturer with animation studios, use of well-known cartoons.	It draws children's attention and widely promotes the product; inspires confidence thanks to a favorite character.
<i>Music.</i> Adding a catchy, popular song or tune to an advertisement.	Children pick up the song and associate it with the product; while humming a song, they unconsciously think about the advertised product.
<i>Fairy tale or fascinating story.</i> Adding a short and simple story with an exciting plot.	Children are captivated by the story or fairy tale; it increases the desire to get the product.
<i>Special effects.</i> An application of effects in advertisements to modify the product (showing small things as bigger ones, creating fictional characters, etc.)	Recently emerging and extraordinary things always attract; children want to rewatch such advertisements and have a strong desire to buy this «unusual» product.
<i>Constant repetition.</i> Broadcasting advertisements many times over a certain period of time.	An advertised product is quickly remembered; it remains in children's minds for a long time; children will prefer the product they see on the Internet rather than any other.
<i>Sense of humor.</i> Adding jokes, amusing moments, funny songs.	What makes children laugh has a positive effect on their minds; kids are unconsciously attracted to the product; they want to rewatch the advertisements.

Table 1. Strategies and results of advertising aimed at children

At the second stage, after studying the marketing tactics I try to predict the possible effects of commercials on children's mind.

The impact that advertising has on the formation of children's values seems to be of major importance. Meaningful advertisements create awareness and draw attention towards social community and worldwide problems, encourage children to be more responsible. At the same time, advertisements can erase the line between real life and fiction. Children tend to believe a beautiful non-life story more than a truthful one.

Furthermore, the influence of advertising on children's moral state is observed. The ads. can have the influence of the product on the child's self-perception. Such advertisements can lead to children comparing themselves with their peers, reduce self-confidence or make feel them superior to others. Commercials can also develop attachment to branded products and materialistic vision of the world by suggesting that it is obligatory to have the best and most luxurious product.

Another essential issue is the one of health. On the one hand, constructive advertisements promote a healthy lifestyle, proper nutrition and inculcates necessary and useful habits (hygienic, food, social, personal). On the other hand, advertisements may convey a misconception that junk food can make you happier and more successful. Due to such advertisements children may demand to buy unhealthy food, which leads to an increase in cases of children's obesity. Moreover, the use of health-threatening tricks and experiments in advertisements can be perilous for children's perception and health in general.

To conclude, the research reveals a number of tactics used in marketing of products for children. Children's advertising is a fully-fledged type of marketing, which has both negative and positive effects. On the one hand, it can develop and instill the right habits, on the other hand, it can lead to health problems and a decrease in self-esteem. Responsibility for the information perceived by children lies not only with parents, who can control actions on the Internet, but also with advertisers, who should take special responsibility and protect children from their own impressionability. Advertisers should be aware of using a rich child's imagination in creating inflated expectations of their products. They should offer positive role models and realize that some habits or behaviors adopted by children from commercials can negatively affect their health and well-being.

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RESEARCH OF TYPES OF BRANDING STRATEGIES ON THE EXAMPLE OF THE BREWING INDUSTRY

A successful brand increases the value of the product it offers in the eyes of the consumer. In prosperous times, this is an additional profit, and in difficult times it is also the loyalty of customers, which guarantees stability. That is why modern companies pay great attention to the creation and development of the brand. Brewing companies are particularly active in branding.

The purpose of the work is to study the types of branding strategies that manufacturers use to promote consumer goods.