

## Advertising promotion strategies

The collection presents the works of young researchers - students of the Institute of Journalism of the Belarusian State University - Irina Vysotskaya, Yulia Demeshko, Polina Dolgoplova, Victoria Puzatko, whose attention is focused on various aspects of advertising and media promotion of brands of leading Belarusian and Ukrainian exporters to the markets of the Commonwealth of Independent States, the European Union, and Asia. The relevance of this topic is explained by the fact that today, along with diversification of trade and economic relations, optimisation of legislation in the sphere of export support, stimulation of exporters of goods and services to expand the product range and types of services, improvement of approaches to work with small and medium-sized businesses on export issues, formation of conditions for stimulating high-tech exports, the same Belarus sets the task of promoting export culture in the form of consolidation in the mass media. This study describes how this task can be solved when developing foreign markets using the possibilities of advertising and media.



Associate Professor of the Department of Foreign Journalism and Literature at the Institute of Journalism of the Belarusian State University. Nearly fifteen years of experience in teaching and pedagogical work. Author of methodological complexes for the academic disciplines "World Advertising Industry" and "International Issues in the Mass Media of the Republic of Belarus".



OUR KNOWLEDGE  
PUBLISHING



## Advertising promotion strategies

*Collection of articles*

**Boris Zalessky**

**Boris Zalessky**

**Advertising promotion strategies**

FOR AUTHOR USE ONLY

FOR AUTHOR USE ONLY

**Boris Zalesky**

# **Advertising promotion strategies**

**Collection of articles**

FOR AUTHOR USE ONLY

**ScieniaScripts**

## **Imprint**

Any brand names and product names mentioned in this book are subject to trademark, brand or patent protection and are trademarks or registered trademarks of their respective holders. The use of brand names, product names, common names, trade names, product descriptions etc. even without a particular marking in this work is in no way to be construed to mean that such names may be regarded as unrestricted in respect of trademark and brand protection legislation and could thus be used by anyone.

Cover image: [www.ingimage.com](http://www.ingimage.com)

This book is a translation from the original published under ISBN 978-3-330-07432-3.

Publisher:

Scientia Scripta

is a trademark of

Dodo Books Indian Ocean Ltd. and OmniScriptum S.R.L publishing group

120 High Road, East Finchley, London, N2 9ED, United Kingdom

Str. Armeneasca 28/1, office 1, Chisinau MD-2012, Republic of Moldova, Europe

Printed at: see last page

**ISBN: 978-620-7-24349-5**

Copyright © Boris Zalessky

Copyright © 2024 Dodo Books Indian Ocean Ltd. and OmniScriptum S.R.L publishing group

FOR AUTHOR USE ONLY

## Table of contents

<b>CHAPTER 1</b>	<b>2</b>
<b>CHAPTER 2</b>	<b>6</b>
<b>CHAPTER 3</b>	<b>11</b>
<b>CHAPTER 4</b>	<b>14</b>
<b>CHAPTER 5</b>	<b>19</b>
<b>CHAPTER 6</b>	<b>24</b>
<b>CHAPTER 7</b>	<b>29</b>
<b>CHAPTER 8</b>	<b>34</b>
<b>CHAPTER 9</b>	<b>39</b>
<b>CHAPTER 10</b>	<b>44</b>
<b>CHAPTER 11</b>	<b>48</b>
<b>CHAPTER 12</b>	<b>55</b>
<b>CHAPTER 13</b>	<b>60</b>
<b>CHAPTER 14</b>	<b>64</b>

FOR AUTHOR USE ONLY

## CHAPTER 1

**Boris Zalessky**

### **Export culture and mass consciousness**

<sup>1</sup>The recently adopted National Programme of Support and Development of Exports of the Republic of Belarus for 2016-2020 includes among its eight main tasks, along with diversification of trade and economic relations with various countries and regions, optimisation of legislation in the field of export support, stimulating exporters of goods and services to expand their product range and types of services, improving approaches to work with small and medium-sized businesses on export issues, creating conditions for stimulating high-tech exports, as well as the development of a new export strategy and the development of a new export strategy.

The appearance of such a task among the strategically important ones in the state document of the highest level is, presumably, not a coincidence. As is well known, exports are the basis of an open Belarusian economy, as they provide foreign currency, profits to enterprises, and taxes to the budget of the Republic of Belarus. The Address to the Belarusian People and the National Assembly in April 2016 noted in this regard that "the most important priority, the priority of priorities has been and remains exports, their growth and necessarily diversification"<sup>2</sup>. However, the results of the past five-year period (2011-2015) revealed a number of factors constraining the growth and optimisation of the structure of Belarusian exports. These include slow development of new markets, low competitiveness of domestic products, lagging behind the advanced countries in terms of labour productivity, insufficient use of competitive advantages, orientation of Belarusian industrial production towards external resources,

---

<sup>1</sup> National Programme of Export Support and Development of the Republic of Belarus for 2016 - 2020. - Minsk, 2016. - C. 11.

<sup>2</sup> Annual Address to the Belarusian People and the National Assembly // Official Internet Portal of the President of the Republic of Belarus [Electronic resource]. - URL: <http://president.gov.by/ru/news ru/view/aleksandr-lukashenko-21-aprelja-obratitsja-s-zhegodnym-poslaniem-to-beloruskomu-narodu-i-natsionalnomu-13517/>

lack of a wide range of innovative export goods, unpreparedness of sectoral and territorial management structures to respond promptly to changes in the market environment and actively promote products to new markets. All this is happening against the background of increasing "volumes of global sales of goods and services with the use of information and communication technologies, which leads to partial displacement of Belarusian export goods sold in the traditional way"<sup>3</sup>.

<sup>4</sup>That is why the policy documents on socio-economic development of the Republic of Belarus for 2016-2020 state that in the coming five-year period, foreign economic activity, which implies the implementation of a multi-vector foreign policy and the achievement of sustainable growth of the export potential of the Belarusian economy, "will be aimed at ensuring a balanced foreign trade on the basis of accelerated export growth rates, the use of the country's competitive advantages, effective participation in the international division of labour and integration into the international labour market".

The solution of tasks of such complexity is possible only if all domestic producers of goods and services, regardless of the scale of production and forms of ownership, are involved in foreign trade and export activities. But here is what the figures tell us: "We have more than twenty-two thousand business entities in the country, but only eight thousand eight hundred business entities take part in export activities"<sup>5</sup>. In other words, two thirds of Belarusian enterprises, companies and firms

---

<sup>3</sup> National Programme of Export Support and Development of the Republic of Belarus for 2016 - 2020. - Minsk, 2016. - C. 7.

<sup>4</sup> Main provisions of the programme of socio-economic development of the Republic of Belarus for 2016 - 2020 // Belarusian Telegraphic Agency [Electronic resource]. - URL: <http://shod.belta.by/programma>

<sup>5</sup> Transcript of the approach to the press of the Minister of Foreign Affairs of Belarus V. Makei within the framework of participation in the Assembly of Business Circles of the Republic of Belarus // Ministry of Foreign Affairs of the Republic of Belarus [Electronic resource ].  
URL:

<http://mfa.gov.by/press/smi/e19c618d70541f42.html>



remain outside the sphere of international business co-operation. But the country's export opportunities also depend on "how successfully the transition to an innovation-type economy is carried out, a favourable institutional environment, investment and business climate is formed, the import intensity of products is reduced, and human capital grows"<sup>6</sup>. In addition, all these problems must be solved in the context of increasing globalisation, international integration and internationalisation of production and consumption. The experience of other countries shows that only carriers of high export culture can cope with them, which cannot be introduced into mass consciousness without the active participation of media structures.

This task is planned to be addressed in several directions. Thus, under Priority 1 "Optimising the national system of export support and development", in order to strengthen Belarus' position in promising world markets, it is planned to develop a comprehensive national system of export support using not only financial, organisational, marketing, trade and political, diplomatic, and information tools. In accordance with this priority, not only such measures as the systematisation of the regulatory legal framework, the introduction of new approaches to training and deployment of personnel in the export area, changes in the format of organisational support for exports of goods and services, the modernisation of financial mechanisms for export support, the development of non-financial instruments for export support, and the use of the potential of exhibition, trade fair and congress activities will be implemented, but also information and communication tools will be significantly strengthened.

Within the framework of Priority 6 "Development of innovative exports by increasing exports of knowledge-intensive products and technologies", the implementation of which will contribute to the intensification of the commodity

---

<sup>6</sup> Speech by Vladimir Makei, Minister of Foreign Affairs of the Republic of Belarus, at the XVII Assembly of Business Circles of the Republic of Belarus "Challenge to the Crisis" (2 March 2016, Minsk) // Ministry of Foreign Affairs of the Republic of Belarus [Electronic resource]. - URL: <http://mfa.gov.by/press/smi/e19c618d70541f42.html>

structure of exports, increase the volume of exports of products of deep processing, modern materials and finished goods with improved properties, development of exports of technologically and technologically complex products, to consolidate the innovative specialisation of Belarusian exports it is envisaged to develop the national information and communication technology system

An important element of promoting export culture in the mass consciousness should be the promotion of export opportunities of our country abroad, in the global computer network, satellite TV and radio broadcasting system, as outlined in the Roadmap of measures for the implementation of the National Programme of Support and Development of Exports of the Republic of Belarus for 2016-2020. The national, sectoral and regional mass media and their Internet resources operating in Belarus can also contribute to this task.

FOR AUTHOR USE ONLY

## CHAPTER 2

**Boris Zalessky**

### **Brest region - provinces of China: prospects of mutually beneficial cooperation**

Brest region is one of those Belarusian regions that see real prospects for increasing the volume of mutually beneficial trade and economic cooperation in developing ties with the People's Republic of China, and therefore gradually increase the scale of interaction. Suffice it to say that in January-February 2017, Brest region enterprises, thanks to the export of stone products, flax, dairy products, supplied goods worth one and a half million dollars to the Chinese market, which is 42 per cent more than in the same period of 2016. Moreover, "Brest region plans to increase supplies to \$10 million, thus increasing them by more than a quarter to the level of 2016"<sup>7</sup>. At the same time, the activation of relations with Chinese partners is carried out in several directions at once.

Firstly, it is the attraction of investments from China into the region's economy. Back in late 2015, the Belarusian side started working out the issues of financing a number of projects in Brest Region at the expense of Chinese investors. These include "the construction of the Volat battery plant in Beloozersk, a plant for the production of methyl ethers in the FEZ, and the reconstruction of the inter-district oncological dispensary in Pinsk"<sup>8</sup>. Among recent examples in this regard, one can recall the commissioning in February 2017 in the area of Zarechitsa Park of Brest-Severny

---

<sup>7</sup> Chernovolova, A. Brest region in 2017 plans to increase exports to China to \$10 million / A. Chernovolova // [Electronic resource]. - 2017 . - URL:

<http://www.belta.by/regions/view/brestskaja-oblast-v-2017-godu-planiruet-narastit-eksport-v-kitaj-do-10-mln-244339-2017/>

<sup>8</sup> Vechorko, S. Expansion of exports is determined as the main factor of economic growth in Brest region in 2016 / S. Vechorko // [Electronic resource]. - 2015. - URL: <http://www.belta.by/regions/view/rasshirenie-eksporta-opredeleno-glavnym-faktorom-rosta-ekonomiki-brestskoj-oblasti-v-2016-godu-175763-2015/>

station under an intergovernmental agreement between Belarus and China of an inspection and screening complex designed to control goods moved by railway transport. "The total investment to finance the project was 39 million yuan, or about \$5.5"<sup>9</sup>. This complex is equipped with rapid inspection technology, which is used to "shine through" moving wagons. The speed of the train must be between 8 and 30 kilometres per hour. We can also recall the registration in Baranovichi of the enterprise "CRRC-KUEC ZheldorTehnieka", in which Chinese investors invested one million dollars. In 2018, in the free economic zone "Brest" should be put into operation an enterprise for the production of LEDs, which also attracted investments from China. In total, Brest residents have already handed over 37 investment projects to the Chinese partners for joint implementation in the medium term.

The second strategic area of cooperation between Brest Region and China is the full strengthening of interregional contacts. Among the main partners of the Belarusian region in this respect are the provinces of Hubei, Anhui, and Henan. In particular, co-operation with **Hubei** Province has a history of more than 20 years. "During this time, Brest and Xiaogan, Baranovichi and Chibi, located in these regions, have also become sister cities"<sup>10</sup>. It is the interaction of sister cities that has the necessary potential to turn into the most important instrument of Belarusian-Chinese interregional dialogue.

co-operation. Thus, Xiaogan can become a springboard for Brest exporters to develop the Chinese market. For this reason, partners from this twin city have already offered "Brest processing enterprises to establish co-operation in the supply of meat and dairy

---

<sup>9</sup> Vechorko, S. Inspection and inspection complex for goods trains scanning is introduced in Brest / S. Vechorko // [Electronic resource ]. - URL:

<http://www.belta.by/regions/view/inspeksionno-dosmotrovj-kompleks-dlja-skanirovanija-gruzovyh-poezdov-vveden-v-breste-233118-2017/>

Zalessky, B. International relations and media. Features of multi-vector international co-operation in the period of global challenges / B. Zalessky. - Palmarium Academic Publishing : Saarbrucken, Deutschland / Germany, 2016. - C. 219.

products to China"<sup>11</sup> . A new pair of partner cities from Brest region and Hubei province - Pinsk and Xiang Yang, which signed a co-operation agreement in April 2017, may have a very promising cooperation. This document provides for the development of mutually beneficial trade and economic, scientific, technical and cultural co-operation. And the opportunities here are considerable. After all, Xiang Yang, which is located in the central part of China, "is home to 6 million people. The city dates back about 2.8 thousand years. Many sights related to the ancient period of Chinese history have been preserved there. Agriculture, engineering, electronics are well developed in Xiang Yang"<sup>12</sup> .

As for **Anhui** province, in December 2016, a protocol of intentions was signed with its representatives to establish partnership relations in the spheres of economy, industry, agriculture, education, tourism. It is expected that "on the basis of this document a co-operation agreement between Brest region and Anhui province will be concluded"<sup>13</sup> . And at the same time the parties discussed the first concrete projects of this interregional co-operation. In particular, the company JAC Motors, which is engaged in the production of minibuses, expressed its interest in establishing a joint venture with Brestmash to produce light-duty cars and minibuses with good export potential.

Another joint project was recently discussed during the stay in Belarus of representatives of a foreign economic construction company from Anhui province,

---

<sup>11</sup> Chernovolova, A. Chinese companies are interested in cooperation with the processing enterprises of Brest / A. Chernovolova // [Electronic resource]. - 2015. - URL: [http://www.belta.by/regions/view/kitaiskie-kompanii-zainteresovany-v-](http://www.belta.by/regions/view/kitaiskie-kompanii-zainteresovany-v-sotrudnichestve-s-pererabatyvajuschimi-predpriyatijami-bresta-167088-2015/)

[sotrudnichestve-s-pererabatyvajuschimi-predpriyatijami-bresta-167088-2015/](http://www.belta.by/regions/view/kitaiskie-kompanii-zainteresovany-v-sotrudnichestve-s-pererabatyvajuschimi-predpriyatijami-bresta-167088-2015/)

<sup>12</sup> Pinsk and Chinese Xiang Yang signed an agreement on cooperation [Electronic resource]. - 2017. - URL: <http://www.belta.by/regions/view/pinsk-i-kitaiskii-sian-ian-podpisali-soglashenie-o-sotrudnichestve-243097-2017/>

<sup>13</sup> Chernovolova, A. Chinese company is interested in creating a joint production with "Brestmash" / A. Chernovolova // [Electronic resource]. - 2016. - URL: <http://www.belta.by/regions/view/kitaiskaia-kompaniia-zainteresovana-sozdat-sovmestnoe-proizvodstvo-s-brestmashem-222370-2016/>

who were studying the possibilities of mineral resources extraction in our country. In Brest region they were offered to build a mining and processing plant at the Gorodnoe deposit in Stalin district, where quartz sands are found, which can be used for the production of construction materials and in the glass industry. The capabilities of Anhui Foreign Economic Construction Corporation are already well known in Brest region, as it won a tender for the construction of residential buildings here under general contract with the help of technical and economic assistance from China. And now in this Belarusian region four 10-storey houses are being built according to the standard project, each of which will house social flats. Two of them are being built in Brest's new-build neighbourhoods - South-East No. 4 and South-West No. 3. Two more panel multi-storey houses will appear in the Zagorski microdistrict of Pinsk. At the same time, "the construction of four multi-storey buildings is the first stage of the joint project. Its second stage provides for the construction of three more apartment blocks of social use: one each in Baranavichy, Pinsk and Zhabinka"<sup>14</sup> .

Another Chinese region with which Brest Region intends to sign a cooperation agreement is **Henan** Province. At least, the Brest Regional Executive Committee hopes that "signatures under the agreements with Henan Province will be put, possibly, in 2017"<sup>15</sup> . Meanwhile, among the participants of the second forum of business contacts "Brest 2017", held at the end of April 2017, among the businessmen from 14 countries, four companies from Henan Province were represented at once, whose professional interests include the issues of investment and export of Belarusian goods to China. They are Zhong Bai Shiye, Navigation built antisepsis installation engineering, The Yellow River explosion-proof crane, and Yuan Henry jewellery. It is to be expected

---

<sup>14</sup> Chernovolova, A. The houses built with the involvement of Chinese capital in Brest region will be delivered in early 2017 / A. Chernovolova // [Electronic resource]. - 2016. - URL: <http://www.belta.by/regions/view/postroennye-s-privlecheniem-kitajskogo-kapitala-doma-v-brestskoj-oblasti-sdadut-v-nachale-2017-goda-220261-2016/>.

<sup>15</sup> Chernovolova, A. Brest region plans to sign a cooperation agreement with the provinces of Anhui and Henan / A. Chernovolova // [Electronic resource]. - 2016. - URL: <http://www.belta.by/regions/view/brestskaja-oblast-planiruet-podpisat-dogovory-o-sotrudnichestve-s-provintsijami-anhoj-i-henan-212791-2016/>.

that the established contacts between the representatives of the business community of the parties will pave the way for full-scale cooperation between Brest Oblast and Henan Province on the whole range of interregional partnerships in the very near future.

FOR AUTHOR USE ONLY

## CHAPTER 3

**Boris Zalessky**

### **Regions of Belarus - Pavlodar region: partnership as a point of economic growth**

In 2016, the trade turnover between Belarus and Kazakhstan fell by more than a quarter to about \$420 million. That is why today both Minsk and Astana set an ambitious task - to return to the record level of Belarusian-Kazakh mutual trade in 2014 in the near future, when the volume of trade between the two countries, which is an important condition for their dynamic socio-economic development and a factor ensuring the advancement of their economic development, totalled \$966.8 million. One of the effective tools for solving this problem is the intensification of interaction between the regions of the two regions of Belarus and Kazakhstan there are many promising areas of trade and economic relations within the framework of the Eurasian Economic Union declared in the free movement of goods, services, capital, technology, labour and the creation of joint ventures. The participants of the interregional meeting of representatives of Kazakhstan's Pavlodar and Belarus's Gomel regions held in April 2017 in Gomel also came to the conclusion that "there is room for mutually beneficial economic cooperation"<sup>16</sup>.

It should be noted that Pavlodar region is among those Kazakhstani regions where business interests "develop within the framework of one of the main directions in the economic policy of Kazakhstan, Russia and Belarus - the Common Economic Space. For our region, this co-operation is a priority in foreign economic activity"<sup>17</sup>.

---

<sup>16</sup> Sidorchik, V. The regions of Belarus and Kazakhstan have many promising areas for cooperation - Vladimir Dvornik / V. Sidorchik // [Electronic resource]. - 2017. - URL:

<http://www.belta.by/regions/view/u-regionov-belarusi-i-kazahstana-est-mnogo-perspektivnyh-napravlenij-dlja-sotrudnichestva-vladimir-243748-2017/>

<sup>17</sup> Bozumbaev, K. Interaction of regions plays an important role in the development and strengthening of integration / K. Bozumbaev // Eurasian Economic Union: regional aspect : information-integ. project / compiled, interviewed. B. Zalesskiy, M. Valkovskiy, A. Mostovoy. - Minsk : Biznesofset, 2014. - C. 177-178.



The seriousness of its intentions to fill the partnership with Belarusian regions with concrete economic content is evidenced at least by the following fact. The akimat of Pavlodar region signed an agreement on cooperation with the Gomel Regional Executive Committee in November 2016. And if for the whole of 2016 the volume of mutual trade between Gomel residents and Pavlodar residents was noted at the level of two and a half million dollars, then only "in January-February 2017 trade turnover between the regions amounted to \$1.4 million (growth rate - 393.8%), including exports - \$0.9 million (256.1%). The main export items: condensed milk and cream, equipment for railway tracks, metalware, tableware and kitchenware made of porcelain. Ferrosilicon"<sup>18</sup> was imported from Pavlodar region for the needs of Belarusian metallurgical plant.

The interregional meeting in Gomel showed that the parties intend to significantly expand the framework of interregional co-operation. For example, Pavlodar residents were very interested in the Belarusian experience in the improvement of settlements, including small towns. In this regard, the Kazakh side even proposed to invite Gomel architects and housing and communal services workers to Pavlodar so that they could work there for some time, passing on their experience. Another promising area of cooperation is the purchase of agricultural machinery from Gomselmash: "We are talking about the KZS-5 combine harvester designed to work on small fields, primarily in farms"<sup>19</sup>. These promising areas of cooperation between the Belarusian and Kazakh regions can be supplemented by the planned purchase of young cattle in Homiel for the development of dairy farming in Kazakhstan and the

---

<sup>18</sup> Sidorchik, V. Delegation of Pavlodar region of Kazakhstan will visit Gomel region on 1920 April / V. Sidorchik // [Electronic resource] . 2017. - URL:

<http://www.belta.by/regions/view/delegatsija-pavlodarskoj-oblasti-kazahstana-posetit-gomelskij-region-19-20-aprelja-243412-2017/>

<sup>19</sup> Sidorchik, V. The head of Pavlodar region was interested in the Belarusian experience of urban development / V. Sidorchik // [Electronic resource]. - 2017. - URL:

<http://www.belta.by/regions/view/glavu-pavlodarskoj-oblasti-zainteresoval-belorusskij-opyt-blagoustrojstva-gorodov-243790-2017/>

expansion of supplies of Belarusian furniture there. In the same row is the interaction of free economic zones located on the territory of the regions, the agreement on which was signed in Gomel within the framework of the interregional meeting and which may turn out to be very productive. The fact is that the free economic zone of Pavlodar region invites interested partners to participate in projects on joint use of subsoil resources on its territory. In particular, now in this Kazakh region "an aluminium cluster is being created with the involvement of large companies from Germany, Poland and Turkey"<sup>20</sup> , in which Belarusian representatives of this market segment could participate.

---

It is important to note that the interests of Pavlodar region in developing partnership relations in Belarus are not limited only to Gomel region. Thus, in Minsk region, the Kazakh side showed great interest in co-operation in the construction of dairy farms. Handing over to Pavlodars a package of standard projects of agricultural facilities, representatives of the capital region of Belarus expressed readiness not only to advise them on the subject, but also to build dairy and commodity complexes on mutually beneficial terms. In the near future, the city of Ekibastuz, located in Pavlodar region, and Partizansky district of Minsk, which signed an agreement in April 2017, intend to contribute to the expansion of ties between the regions of the two countries. The agreement provides for "expansion of trade and economic cooperation, assistance in establishing contacts between economic entities, holding exhibitions, fairs, business forums, as well as the development of cooperation in the spheres of education, culture, sports and tourism"<sup>21</sup> .

---

<sup>20</sup> Pavlodar and Minsk regions show mutual interest in the development of cooperation in agriculture [Electronic resource]. - 2017. - URL: <http://www.belta.by/regions/view/pavlodarskaja-i-minskaja-oblasti-projavljajut-vzaimnyj-interes-k-razvitiyu-sotrudnichestva-v-selskom-243719-2017/>

<sup>21</sup> Partizansky district of Minsk signed an agreement on cooperation with the Kazakh city of Ekibastuz [Electronic resource]. - 2017. - URL: <http://www.belta.by/regions/view/partizanskij-rajon-minska-podpisal-soglasenie-o-sotrudnichestve-s-kazahstanskim-gorodom-ekibastuzom-243437-2017/>

## CHAPTER 4

Irina Vysotskaya

### **Strategy of advertising promotion of Kommunarka factory products to the Armenian market**

Armenia's foreign trade policy "aims to attract foreign direct investment and liberalise trade regimes"<sup>22</sup>. As a member of the World Trade Organisation since 5 February 2003, Armenia has reduced its customs burden and is reforming the existing customs system. Examples include an electronic customs declaration system, a system of "corridors" - for inspection of goods entering Armenia, and a reduction in the number of documents required for imports from nine to three.

Today, advertising agencies have a liberal trade and investment regime. The average rate of customs duties applied - 2.7% - is one of the lowest among the member countries of the World Trade Organisation. As a member of the WTO, Armenia enjoys Most Favoured Nation treatment and has this treatment with all member countries of this organisation. In turn, Armenia grants Most Favoured Nation and National Treatment to foreign investors present in almost all sectors of the economy.

The State Revenue Committee under the Government is responsible for the implementation of customs policy in Armenia. Customs regimes and procedures are regulated by the Customs Code of the Republic of Armenia and other legal acts that comply with the rules defined by the World Trade Organisation agreements and other international treaties.

When importing goods into Armenia, only two rates of customs duty apply: 0% or 10%. The 0% rate is applied to imports of means of production, and 10% to imports of consumer goods. All imports are subject to a value added tax of 20%. There are no quantitative restrictions, tariff quotas or licence requirements on imports. In addition,

---

<sup>22</sup> State of import and export // INVESTINARMENIA [Electronic resource]. - 2011. - Access mode: <http://www.investinarmenia.am>. - Date of access: 21.09.2016.

Armenia does not maintain a system of minimum prices for imports. "The volume of foreign trade turnover in Armenia, according to preliminary statistical data, increased by 2.7% in January-June 2016 compared to the same period of 2015, totalling about \$2,272.5 million. <...> At the same time, the volume of imports for the reporting period decreased by 3.7%, amounting to about \$1,457.5 million"<sup>23</sup> .

As for the confectionery products of the Belarusian factory "Kommunarka", their high quality is appreciated not only in Belarus, but also abroad. The primary task of the factory is to produce competitive confectionery products to maximise the satisfaction of existing and anticipated needs and to ensure that the needs of the state, society, shareholders, and staff are met.

"The Armenian market of confectionery products is mainly represented by the following firms: "V & V ENKERNER", "VARSENIK AYANYAN", "KVARK", "GRAND KENDY", "ARASO", "PAPAYA", "DAN DESERT", "LAKI DESERT ART STUDIO". The trade marks of the products are: "ARMINASHOK" and "RULETTO" (confectionery), "SPIDER MEN" and "BABY LEND" (candyfloss), "NAIRA" (jelly cakes), "MALISTA" (biscuits)"<sup>24</sup> .

The history of the factory "Kommunarka" "began on 11 January 1905, when the Minsk city government first received a trade certificate "Coffee house with confectionery products, bakery of confectionery products of Georgiy Vikentyevich Rachkovsky"<sup>25</sup> . From the moment of its foundation and up to today in the production of confectionery products at the factory only natural raw materials are used and the whole cycle of cocoa beans processing is carried out, which allows to ensure the highest quality of the products. The factory has five main shops: candy shop No.1,

---

<sup>23</sup> Import to Armenia // AGAPAS [Electronic resource]. - 2016. - Access mode: <http://agapas.ru>. - Date of access: 20.09.2016.

<sup>24</sup> Confectionery // FIND [Electronic resource]. - 2015. - Access mode: <http://www.find.am/ru/category/pastry>. - Date of access: 23.09.2016.

<sup>25</sup> History of the factory // KOMMUNARKA [Electronic resource]. - 2015 - Access mode: <http://www.kommunarka.by/about/istorija-fabriki>. - Date of access: 23.09.2016.

candy shop No.2, candy shop No.3, caramel-candy shop and chocolate shop.

"Kommunarka is now one of the largest confectionery producers in the Republic of Belarus. Every year the enterprise produces up to 25 thousand tonnes of sweet products. The wide assortment of the factory includes more than 200 names of confectionery products. The brand annually makes a worthy statement about itself at such national and international exhibitions of food and confectionery products as "Allcandy" (Chicago), "ISM" (Cologne), "WorldFood" (Moscow), "Prodexpo" (Minsk).

In order for the confectionery products of the "Kommunarka" factory to be in demand in Armenia, special attention should be paid to updating the assortment. On the one hand, this ensures consumer interest in the products produced; on the other hand, it allows taking into account the constantly changing trends of the confectionery market. In the field of technical re-equipment it is necessary to emphasise the introduction of modern and efficient technologies. It should be noted that at the end of 2012 the company introduced a new complete line for the production of wafer varieties of sweets. The line allowed to significantly increase the output of wafer candy varieties and reduce the share of manual labour at the enterprise. In addition, it is necessary to modernise production. For example, it is necessary to install lines for the production of caramel, fondant candies and chocolate; to organise the production of candy caramel with finely ground pitch, chocolate-coated dragees; to build a logistics centre.

As a result of the modernisation programme, the main development parameters will increase here in the near future: industrial output will amount to RUB 1,485.7 billion, which is 2.1 times higher than the 2012 level; exports of products will reach USD 35.2 million, which is 3.3 times higher than the 2012 level; net profit will increase 2.3 times compared to the 2012 level; added value per employee is forecast to be less than RUB 403.9 million; value added per employee is forecast to be less than RUB 403.9 million, which is 3.3 times higher than the 2012 level. The net profit will increase 2.3 times compared to the 2012 level; the value added per 1 employee is forecasted to be at least 403.9 million rubles; the ratio of labour productivity growth rate and wages

to value added will be 1.28; the average monthly wage is planned to be 9.15 million rubles.

Confectionery is a commodity that is very common and sought after by the general public. During the pre-holiday period, the demand for confectionery products increases. Therefore, the task of shops is to adequately present their products and create all conditions for the visitor to purchase the goods. An obligatory condition for increasing sales of confectionery products is the correct sorting of goods, design of shelves. For example, you can not exhibit on a small area of showcases a large number of boxes of chocolates. The buyer will not be able to consider them well. Price tags should also not be in the foreground. It is important that each group of confectionery products should face the customer, pleasing his eyes with its aesthetic appearance.

The criteria to increase confectionery sales are as follows: 1. Levelling the prices of loose chocolates. 2. Pre-packing of sweets by customers to their own taste in self-service shops. 3. The availability of artistic packaging in confectionery departments or the provision of services for its design. 4. Joint display of chocolate products with related products. For example, with elite tea or coffee. 5. Grouping and highlighting confectionery products of well-known Soviet brands. 6. Grouping of goods on the principle of colour combinations and the theme of packaging design. 7. Use of visual information about the properties and composition of sweets in the packaging. 8. Use of moulages of gift chocolate figures. 9. Festive decoration of confectionery departments. 10. Distribution of confectionery goods by decorative compositions. Many people will be impressed if they see chocolate candies, marshmallows or marmalade laid out in the form of pyramids, spirals or other compositions. Again, we are dealing with visual perception. Agree, confectionery products in plastic bags, haphazardly scattered on the showcases, will create an impression of untidiness. 11. Distribution of goods on the racks, taking into account the individual characteristics of customers. Chocolate products for a special group of citizens - "diabetics" - should be displayed in less prominent places.

An important role in the advertising campaign is played by the way of product

promotion. The symbol of the brand is undoubtedly a red bow, but for greater clarity of the advertised product it is better to write the name of the factory "Kommunarka" as well. Slogan: "Candy to every home". To promote the brand it is effective to use all types of advertising: on television - commercials with the use of products, on radio and other media - informing about promotions and new products, outdoor advertising - posters with the image of the brand.

Armenian legislation requires that "all goods and vehicles imported across the customs border of Armenia must be declared at the regional customs office where the importing organisation or private entrepreneur carries out its activities, with the exception of Yerevan's Zvartnots customs office, TIR customs office and car clearance office"<sup>26</sup>. Customs clearance is not mandatory at the border and can be carried out by the importer or a licensed customs broker.

Based on all of the above, the following conclusions can be drawn. Armenia has reduced the number of documents required for importing goods into the country, so it is becoming easier for states to co-operate with it. The Armenian confectionery market is saturated with domestically produced products that compete with Belarusian products. Taking into account the demand criteria, Belarusian exporters will be able to outperform Armenian suppliers, which will have a positive impact on the country's financial situation. The main concept for promoting Belarusian confectionery products in Armenia is to promote the Kommunarka factory by producing quality goods. It is necessary to technically equip the factory and produce unique models, thinking over a new design. Advertising everywhere and anywhere should be chosen as the main method of influencing Armenian consumers.

---

<sup>26</sup> Import Regulation in Armenia // VED [Electronic resource]. - 2015 - Access mode: <http://www.ved.gov.ru>. - Date of access: 23.09.2016.

## CHAPTER 5

Irina Vysotskaya

### **Features of advertising promotion of corn sticks of "Talan-M" company to the Indian market**

Mysterious and wise India - the beaches of Goa and Kerala, colourful Delhi and soaring Himalayas, the treasures of the Golden Triangle and ancient secrets of Ayurveda, rave discos and yoga tours.

One of the first tasks that an exporting company faces when entering international markets is to get in the field of vision of a potential customer and motivate him to start cooperation. Traditional tools of promotion and sales of products in foreign markets, familiar and familiar to domestic manufacturers, are: participation in specialized exhibitions; advertising in trade publications; placing information about the company in various directories and catalogues; building a network of representatives. The search for partners through trade missions, chambers of commerce and industry associations will contribute to the speedy distribution of goods.

All global brands understand the importance of matching advertising to the national flavour of each individual country where they are present. And local advertisers do not hesitate to give their creative a national flavour. The Internet has long been one of the main channels for attracting new customers and clients. "There are at least two important advantages of using the Internet for exporters: minimal costs and precise targeting of the target audience, both by region and industry specialisation"<sup>27</sup>. Thanks to the possibilities of the Internet, the usual promotional tools have acquired new, effective forms.

In order for advertising of Belarusian manufacturers to be relevant in India, one should take into account the excess of English-speaking IT employees there. This

---

<sup>27</sup> Modern export sales channels // RUSEXPORTER [Electronic resource]. - 2016. - Access mode: <http://www.rusexporter.ru>. - Date of access: 04.11.2016.



reduces the cost of labour in the country to a minimum and generates constant attempts of locals to make analogues of foreign successful Internet projects. What else is characteristic of this country? Poverty of the population: solutions and products must be as cheap as possible, otherwise they will be impossible to sell. Technical shortcomings of the local Internet: low speed and constant power outages even in major cities. Entrepreneurial climate in the country: not the most favourable, in particular, the number of local investors is very small. Huge number of languages, castes, peoples and cultures in the country. Legislative restrictions by the country's government oblige all payments in Indian rupee, even card accounts, to be made through local banks. This increases the cost of transactions and slows them down enormously.

In 2016, there was a shortage of maize in India. Corn sticks are a popular product favoured by many children and adults. You can find this "crunchy sweet" on the counters of almost all shops. This product should attract the attention of the child, thanks to the colour and brightness of the packaging and cause a desire to try the product. Since childhood, everyone favours cute and kind characters that evoke a smile and trust.

"Talan-M" is a Belarusian manufacturer of snack products. It pays great attention to the development of new interesting products, guarantees the quality of manufactured products. Sweet sticks and crunchy corn balls "KUKUBIKI" - a tasty and healthy treat for the whole family. Each box contains a gift from a collection of toys for a boy or a girl. "Talan-M Company was established in 1997"<sup>28</sup>. Currently it is a manufacturer and supplier of snack group food products. It is among the top three producers in the Republic of Belarus.

Limited Liability Company "Talan-M" has a production experience of more than 19 years. During this time it has created its own traditions and culture of food production. Using modern technologies and relying on previous experience, it

---

<sup>28</sup> Talan-M // TALANM [Electronic resource]. - 2013. - Access mode: <http://www.talanm.by>. - Date of access: 04.11.2016

confidently guarantees the quality of products. Production means the latest and modern technologies, modern packaging materials, state-of-the-art packaging equipment, quality control of products. The aim is to provide the consumer with natural, quality products that can fulfil all their expectations in the field of fast food products. To make these products available not only anywhere in Belarus.

Talan-M's portfolio of brands today is diverse. The umbrella brand "PATELLA" is one of them. It includes crisps in plates "PATELLA Chips", potato snacks "PATELLA Chips", instant mashed potatoes "PATELLA". Within the framework of the social project "Travel with PATELLA!" more than 70 unique routes across Belarus have been developed.

Under a licence agreement with the hockey club DynamoMinsk, the Company produces a range of products aimed at popularising the Belarusian hockey club. Within the framework of this project crisps in "Dynamo" plates, "Dynamo" snacks, "Dynamo" rye breadcrumbs, "Dynamo" popcorn are distributed. Each pack of popcorn contains a card with an autograph of a hockey club player. Each new hockey season means a new team and new cards.

"Talan-M produces rye rusks "Tsar Sukhar", potato snacks "Crusty don't be sad!", corn sticks and breakfast cereals "KUKUBIKI". Currently, the company's products are sold not only in Belarus, but also widely beyond its borders. The products are presented on the market of Russia, Baltic States, Turkmenistan, UAE. The development plans of Talan-M are very extensive. The tasks are to ensure quality distribution of products in the territory of the Republic of Belarus, to create a developed distribution network in the Russian Federation and CIS countries. For many years the company has held a strong position in the market. Customers of the limited liability company "Talan-M" are all retail chains and large retail outlets in Belarus. Delivery is carried out by the company's transport. For wholesale partners we have developed a flexible system of discounts, a number of bonus programmes.

A number of factors are attractive in this product. Thanks to heat and mechanical processing, the starch of corn kernels becomes much better digestible and available,

hence the energy value of the product increases. "Whereas regular corn porridge contains so-called 'slow' carbohydrates, sticks contain 'fast' carbohydrates"<sup>29 30</sup>. They are good because they almost instantly saturate the blood with glucose and revitalise the body. Enriched with artificial vitamins and additives from natural products, such as juices, vegetable or fruit, they will satiate a tired person even better. "The technology itself for producing corn sticks is called uncomplicated, but it requires careful observance of temperature and humidity regimes for the foaming mass itself, as well as for the atmosphere in which the foaming and the 30 drying of the finished product".

The constant interest in new things and the desire to develop inspires the development of new products. Corn sticks can be produced with different fillings: caramel, toffee, condensed milk and many sweets. Maximum emphasis in the design is placed on the logo area. The photo image allows to identify the category of the product, to make a tweak on the taste. The concept design is simple and flexible, easily adaptable to the wide range of own brand products, as well as to different types of packaging.

A guideline was developed for customers, regulating the principles of placing the logo and other design elements on the packaging. In order to attract interest in the products from new customers of the distributor, the marketing department also developed a motivational programme. It includes assistance in introducing product groups into the retail outlet, development of individual programmes, placement of materials and additional displays. KUKUBIKI corn sticks have become even more useful. Now they contain a unique multimineral complex AQUAMIN F - a unique marine multimineral complex of plant origin from algae, which provides the body with bioactive calcium, magnesium and other 72 important microelements. Aquamin is recommended for improving bone, dental, joint, and digestive health. The absorption

---

<sup>29</sup> Tasty corn sticks // VREDIPOLZA [Electronic resource]. - 2013. - Mode of access: <http://vred-ipolza.ru/produkty>. - Date of access: 04.11.2016.

<sup>30</sup> Production of corn sticks // HOMBIZ [Electronic resource]. - 2016. - Access mode: <http://www.hombiz.ru>. - Date of access: 04.11.2016.

form combined with its unique structure forms a mineral and trace element rich product that has a neutral flavour, a special porous structure and is easily absorbed by the human body.

Aquamin is derived from a mineral-rich species of red algae, which is harvested under an exclusive licence in the cold and clear waters of the North Atlantic off the coast of Iceland. This area is free from international shipping and industry. Here, the warm waters of the Gulf Stream meet the cold, clean currents of the Arctic, creating ideal conditions for the growth of Lithothamnion algae. During the harvesting process, great care is taken to protect the unique growing ecosystem and replenish the resource from which the mineral is formed. Only the calcified, not the growing part of Lithothamnion is carefully harvested, washed, sieved, dried, ground and packaged. The result is a natural, safe plant-based product that is replenished in nature.

To summarise these reflections, a few conclusions can be drawn. It is impossible to launch an advertising campaign for India as a whole. What will be popular with one group of people may alienate another. Good equipment is the basis of profitable production of sticks. An extruder will be required to produce corn sticks. The most effective solution for exporting companies is to build a flexible sales system, regularly monitoring new channels and the sales tools used by competitors. You should not concentrate on the development of a single sales channel and invest all your efforts and resources in it. Over time, any channel may exhaust its ability to attract new customers. Unlike other mineral sources used in the food industry, Aquamin is a plant-based product from algae that slowly absorbs minerals from the surrounding sea.

## CHAPTER 6

Irina Vysotskaya

### **Specifics of advertising promotion of Belkommunmash electric transport to the Slovak market**

Belkommunmash Holding Management Company Open Joint Stock Company is a leading manufacturer of land urban electric transport in the CIS countries. "The company offers trolleybuses, tram passenger cars and electric buses of normal and increased capacity to its customers"<sup>31</sup>.

In Slovakia, buses and trolleybuses are the most popular transport. Public transport in Bratislava is also represented by trams. There is no metro in Bratislava. There are two major bus companies that run their own buses.

Main companies. Cestovneporiadky - runs its transport by regular and railways. The same company schedules flights and routes. Slovenska autobusova Doprava - a comprehensive national bus network. Buses of this company are very convenient for travelling in the mountains.

Bratislava has 73 day bus routes and 17 night bus routes. The routes have numbers from 20 to 199, and the night routes from N21 to N99. The suburban routes are numbers from 630 to 901. "The cost of the ticket varies with the number of zones travelled, and the time of travel"<sup>32</sup>. Makes sense: someone who rides for 10 minutes pays less than someone who rides for an hour. "Most routes in the capital depart from Central Station, many from New Bridge"<sup>33</sup>. Carrying luggage is chargeable, paid for

---

<sup>31</sup> Belkommunmash // BKM [Electronic resource]. - 2011. - Access mode: <http://bkm.by>. - Date of access: 29.10.2016.

<sup>32</sup> Public transport in Slovakia // TRAVELASK [Electronic resource]. - 2014. - Access mode: <http://travelask.ru>. - Date of access: 29.10.2016.

<sup>33</sup> Bratislava // BRATISLAVA [Electronic resource]. - 2011. - Access mode: <http://www.bratislava.su/transport.php>. - Date of access: 29.10.2016.

with a concessionary ticket for 15 minutes for 0.35 euros.

Belarusian electric buses are a new transport for Slovakia. This product is relevant for the European country. The electric bus is an innovative passenger vehicle. It combines the advantages of a trolleybus and a bus. It eliminates their disadvantages. Three-axle low-floor articulated with a drive on the rear axle is equipped with a system of electric energy storage on the basis of supercapacitors, with a short range and charging of final stops. It is characterised by increased comfort and ease of travel for all categories of passengers, including those with reduced mobility. It is designed for operation at operating ambient temperatures from - 40 to + 40°C.

Only advanced engineering technologies, components and assemblies from the world's leading manufacturers are used in the production of the products. Therefore, the product meets all the basic requirements for modern urban electric transport: safety, environmental friendliness, economical operation and high service life.

The slogan of the advertising campaign: "Belkommunmash - new generation transport". The export item is an electric bus model 420. It is distinguished by ultra-modern design, up-to-date body layout, high level of comfort of the interior and driver's cabin. It is equipped with a system of electric energy storage based on supercapacitors, which allows the electric bus to move along the route with fast charging at the final stops. It is equipped with air suspension to improve cross-country mobility and provide convenience when boarding or disembarking passengers with limited mobility. The body is made of composite materials that do not corrode.

The technical data of electric buses meet international standards and are able to compete in the commodity market. Modern design, light and spacious interior meet the wishes of passengers. The body is lined with composite materials. Synchronised visual and acoustic information systems have been created. To facilitate the access of passengers with limited mobility, there are wheelchair seats with a fixation system and driver's notification system, a mechanical ramp with manual control, a system of lowering the floor level of the electric bus from the entrance side. A glazed partition

with a door and a ticketing window separates the driver's cabin from the passenger compartment. A system to prevent passengers from being trapped between the door leaves. Current leakage control system with sound and light signalling. Heating system of caloriferous type. Driver's cab air-conditioning. For safety purposes, there is a fire extinguishing system, video surveillance with recording and storage of information on a medium. GPS equipment with global positioning system is included.

At the moment the company co-operates with Romania, Argentina, Kyrgyzstan, Moldova, Serbia, Ukraine, Russia and Colombia. This type of ground transport can be used for excursion trips in countries near and far abroad. Slovak Tatra Mountains (High and Low) are popular all over the world. Therefore, if you use them as a logo, it is immediately clear what country it is from. All the more, it is favourable for attracting tourists.

Belarus and Slovakia are separated by thousands of kilometres. Despite this, the countries have similarities. The Russian language is readily understood in Slovakia. The Slovak language has a lot of words that are similar to Russian, but with a completely different meaning. For example, Slovaks call a room "hut", and they call a city "place". But the meaning of the word "pirozhki" is the same as ours.

Slovakia is home to incredibly friendly people. The country has a very tasty but rather greasy cuisine: there are halushki made of bryndza, a thick rich soup called kapustnica, and juicy meat pies. "Bryndza is a traditional sheep cheese dish. Within the entire European Union, it is produced only in Slovakia and distributed under the brand name "Slovenska bryndza". It is made from unpasteurised sheep's milk from central, northern and western Slovakia. Beans, peas and lentils play a very important role in Slovak cuisine, and Slovaks know how to cook them well: porridge, snacks and desserts. Pig (Slovak for "pig", "prasa") is as cult animal in Slovakia as in Ukraine. And few Slovaks can live without "Orava slanina" (smoked lard). They love hockey and have a strong hockey school. There are 11 teams in the National Extraliga. There are 12 players in the NHL.

In order for electric vehicles to be recognisable on the streets of Slovak cities,

the design should be considered. It is better to give preference to the image of the ornament on the right side of the top part of the invention. The colour of the bus is blue and white. The main place on the transport is occupied by the image of the mountains "Tatra". The first route could go from the New Bridge through the sights of Bratislava. Co-operation could also be offered to an ice hockey club. To bring its players to competitions, and they would thus participate in the commercial.

Slovakia has travelled a long and difficult road to become one of the leading countries to join the European Union in recent times. Slovakia is a wonderful country with gorgeous nature and kind people. Lovely small European towns, kindness and hospitality of locals, mountains, walks in national parks (especially "Slovak Paradise"), rustic fatty food - it's all in one country.

Electric transport is a product that is in great demand among the general public. The task of Belarusian exporters is to present their products in a worthy manner and create all conditions for companies to purchase buses on favourable terms for cooperation. It is possible to place advertisements, as well as play audio and video files in the buses. Thus, it is an indicator of co-operation with advertising agencies on trustful partnership terms.

Modern models of trolleybuses and trams produced by the Belkommunmash Holding Management Company Open Joint Stock Company - This is a 100% environmentally friendly mode of transport, which allows to reduce electricity consumption costs up to 55%. Belkommunmash's municipal machinery will allow to rationally solve the issue of maintenance of city streets, public roads, pavements and roadsides, as well as large areas with asphalt and concrete pavement. The company guarantees prompt deliveries in minimum terms, as well as flexible terms of purchasing equipment, including leasing. Prestigious, modern, reliable Belkommunmash machinery will decorate Slovakia. After all, Belkommunmash is the transport that is trusted!

Let's summarise the results. Belkommunmash electric vehicles are quite in



demand in the Republic of Belarus and are also noticed on the international market, which entails an increase in trade turnover. Buses of this model will be in demand in Slovakia, as they are the latest technology. The Slovak market is not equipped with products of this type, so Belarusian exporters will not face competition in this country. The way of product promotion plays an important role in the advertising campaign. Therefore, the PR-company should take into account the national peculiarities of the country. Advertising everywhere and anywhere should be chosen as the main method of influencing Slovak consumers.

FOR AUTHOR USE ONLY

## CHAPTER 7

Yulia Demeshko

### System of advertising promotion of Conte Spa products on the Hungarian market

Almost one tenth of the goods supplied to Hungary are textile products, pantyhose and hosiery, and haberdashery. At the same time, goods of these categories are much more expensive in Hungary than in Belarus. Therefore, it would be advisable to develop co-operation in this sector between the partner countries.

Since its foundation in 1997 in Grodno and up to now Conte Spa Ltd. has specialised in the production of hosiery and knitwear for women, men and children. Since 2001 the company has focused its activities on its own brand Conte elegant, developing design lines and improving production technologies. "Conte Spa" conquers the space quickly, but at the same time sensibly, applying modern intellectual and technical tools, taking into account the evolution of the market and the psychology of the consumer.

Attractive image of a Conte elegant customer - "Woman, not indifferent to life" - was formed more than 10 years ago, when the Conte company itself appeared. This position is very close to all modern women of the fair sex: self-sufficient, socially active and demanding. She has learnt to distinguish quality, knows its price, loves comfort and does not agree to compromises. It was she who became the ideologist of the origin of the name of the main and most famous brand of the company - Conte elegant. The creators of the brand accurately observed the transformation of a woman at the beginning of the 21st century: refined in French, but with a vivid temperament, she wrote her own "Leconteelegant", an elegant fairy tale, confidently occupying key positions in her own life and in society. "Holding its reputation on the three pillars of **Quality-Price-Choice**, Conte elegant has established itself as the best hosiery manufacturer, satisfying the demand of all discerning women: from elegant

office managers to colourful, creative and social fashionista"<sup>34</sup> .

Conte Spa actively develops not only the women's brand Conte elegant, but also the men's brand DIWARI, the children's brand Conte-kids, known for its wonderful cotton collection and bright creative approach to design, as well as the brand ESLI, producing knitwear for the whole family. The range of goods produced by Conte Spa includes classic, corrective, fancy, bridal, warm tights, tights, socks, leggings and trousers, jumpsuits, stockings, socks, knitwear.

The professional contest "Brand of the Year" has been held since 2001 and is considered to be the most important event in the field of marketing and branding in the Republic of Belarus. The main objective of the contest is to develop the competitiveness and competence of domestic enterprises in promoting their own brands. On 22-23 January 2016, the award ceremony of the Brand of the Year participants took place, which was attended by 37 major companies of the Belarusian market. Based on the National Survey, Conte elegant won in two nominations - "Brand Leader in Social Media" and "Consumer Nomination" / category "Tights". Winning a contest of this scale is a confirmation of the brand's nationwide awareness and popularity. Active presence of Conte elegant brand in social media, announcement of new products, competitions and drawings did not go unnoticed by consumers. Conte elegant brand is actively developing in the market. A wide range of classic, fancy, corrective tights, stockings, socks and socks are developed taking into account current trends in design and consumer preferences. In 2014, Conte Spa launched SUMMER and SUMMER Opentoe ultra-thin tights, as well as Soft Sensitive tights for sensitive skin with vitamin E, which have managed to win the trust of consumers in the Republic of Moldova

Belarus and Eastern European countries. This information can also be used in negotiations with Hungarian partners.

---

<sup>34</sup> About the company // Conte.by [Electronic resource]. - 2015. - Access mode: <http://conte.by/ru/about>. - Date of access: 24.11.2016.

When promoting your product in another country, it is important to take into account its geographical and climatic features. The territory of Hungary has a predominantly flat terrain. It is located in the centre of Europe. It is a continental state, landlocked. "The distance from Minsk to Budapest is approximately 1127.33 kilometres"<sup>35</sup>, which is not much, so it is profitable to supply goods to this country. The population, as of 2016, was 9,830,485. About 60% of all people in Hungary live in urban areas, so it is better to supply the export product to big cities. It is reasonable to build 1 shop per 100,000 people. Then Budapest (10 shops), Debrecen (1 shop), Szeged (1 shop), Miskolc (1 shop). It should also be remembered that purchasing power is usually higher in cities than in villages. In this way, it is possible to reach the largest audience and maximise the exporter's profit.

Hungary's unemployment rate rose to a 10-year high of 7.8 per cent by the beginning of 2008 and is on a further upward trend. "In the Hungarian labour market, demand has not found a corresponding supply for many years now, neither territorially nor professionally. Approximately half of jobseekers have no vocational training and only 25,000 of them participated in vocational training in 2007"<sup>36</sup>. However, by the end of 2016, the unemployment rate decreased again and now does not exceed 3 per cent. Hungary has found a way out of the protracted crisis and ranks 44th in the list of countries with the highest Human Development Index, which includes the standard of living.

A very important factor is the mentality of Hungarians. It has its own peculiarities. "For the most part, Hungarians are quite limited. Everything they hear on TV from the government, or, for example, at university from professors, is accepted as truth. An architecture professor from Budapest who has lectured all over the world says, for example, that even if Hungarians are told outright nonsense, they will

---

<sup>35</sup> Route Minsk - Budapest // DlinaPuti.ru [Electronic resource]. - 2016. - Access mode: [http://www.dlinaputi.ru/Minsk\\_BY/Budapesht](http://www.dlinaputi.ru/Minsk_BY/Budapesht). - Date of access: 24.11.2016.

<sup>36</sup> Population and social problems of Hungary // GEOLIKE.ru [Electronic resource]. - 2013. - Access mode: [http://geolike.ru/page/gl\\_3628.htm](http://geolike.ru/page/gl_3628.htm). - Date of access: 23.11.2016.

diligently write it down and perform it. Whereas Serbs, for example, think over every word and love to criticise"<sup>37</sup> . Therefore, it is advisable to emphasise television advertising and position the export product as tights for successful women. Despite various disputes about the peculiarities of the Hungarians' character - allegedly they are rather difficult natures with whom it is hard to find a common language - the locals are characterised by a cheerful and cheerful disposition. "Many first-time visitors to Hungary are struck by the vitality and positive attitude of the indigenous population, which is surprisingly combined with a high spirituality and careful attitude to the centuries-old traditions of their ancestors"<sup>38</sup> . After that, it is important to choose the media in which it makes sense to advertise the product supplied from Belarus. They should be the most popular in Hungary, with a wide audience coverage, as well as commercially favourable.

The growth of the Hungarian advertising market has slowed down and advertising prices here have started to fall. Due to the great competition between state and non-state media, the law on advertising came into force in December 2014, according to which advertising prices in private media increased. Therefore, it is advisable to advertise Belarusian products on state TV and radio channels. Such as the state TV channel M1, the largest radio stations - Radio Danko, Koshut, Petefi and Bartok, as well as in printed publications that are popular: Metropol, Blikk, Nepsabashag, NemzetiSport, Magyar Nemzet, Nepszava, Magyar Hirlap. It should be remembered that audiovisual and print media occupy approximately the same position in consumer demand. Internet advertising is poorly developed in Hungary and is in the least demand, as are billboards. In advertising, the best image to create is that of a sophisticated, successful young woman in her 20s and 30s who wears Conte products.

---

<sup>37</sup> Hungarians: peculiarities of national character // Livejournal [Electronic resource]. - 2014. - Access mode: <http://poznalui-net.livejournal.com/24088.html>. - Date of access: 23.11.2016.

<sup>38</sup> Character of Hungarians and about the Hungarian language // People&countries [Electronic resource]. - 2013. - Access mode: <http://peopleandcountries.com/article-1603-1.html>. - Date of access: 23.11.2016.

Well-dressed, she should exude vitality and self-sufficiency.

---

Based on all of the above, let us formulate the main conclusions. Firstly, the company "Conte Spa" produces quality goods, which are appreciated not only in Belarus, but also abroad. "Conte Spa" constantly modernises production, introduces new technologies and expands the assortment. These facts can form the basis of exporters' arguments when negotiating with the Hungarian side. Secondly, it is very favourable to supply Conte Spa products to Hungary, as the logistic route to Hungary is small and the landscape is predominantly flat. In Hungary, the prices for this type of products are high, and Belarus can supply quality goods for a lower price. Therefore, it will be profitable. Thirdly, given the mentality and peculiarities of the Hungarian population, it may be quite easy to promote Belarusian goods on the Hungarian market. To this end, it would be advisable to advertise Belarusian products on popular TV and radio channels and in the press. It is also possible to organise several conferences devoted to the supplied product. It is necessary to use as many marketing promotion channels as possible to get more profit. Prices for advertising in commercial media increased significantly after 2014, so it would be advisable to advertise Belarusian goods in state media structures.

## CHAPTER 8

**Yulia Demeshko**

### **Potential of advertising promotion of Milavitsa products to the market of Tajikistan**

About 14 per cent of Tajikistan's imports are knitwear and underwear. Tajikistan and Belarus do not co-operate very closely at the moment, mainly only in industry and agriculture. But it would be very favourable for our country to establish supplies to Tajikistan of Belarusian-made underwear, which is produced by Milavitsa. "According to the SFG report for three quarters of 2015, since the beginning of the year, the company has reduced 720 people (from 2,749 to 2,029), or 26 per cent of its headcount."<sup>39</sup> . What should be done to promote this trade mark on the market of Tajikistan, to increase the level of sales and expand the range of countries to which these products are exported? Now there are more than 25 of them. But why exactly "Milavitsa"?

This is a well-known trade mark with a good reputation. Demand for these products is not markedly seasonal. A ready-made, detailed retail business model guarantees a stable income. Flexible requirements for available premises, allowing you to minimise your investment in opening a shop. Depending on the size of the investment, the payback period can vary from 12 to 18 months. Possibility of assigning a territory to one partner when opening several shops in accordance with the approved development plan. All products are manufactured in Belarus, which allows to ensure efficient logistics and stable pricing policy. Taking a strong leading position among companies engaged in the sale of underwear, the shop "Milavitsa" strives to become even better, constantly creating and implementing interesting projects, holding various festive events.

---

<sup>39</sup> Adashkevich, N. Milavitsa loses staff and income / N. Adashkevich // Tyt.by [Electronic resource]. - 2015. - Access mode: <http://news.tut.by/economics/475333.html>. - Date of access: 04.10.2016.

The following types of products are produced under the Milavitsa brand: classic Milavitsa collection (medium-low price segment); fashion collections Milavitsa (medium price segment); fashion collections Alisee (French licensed trade mark of underwear of medium-high price segment); sleepwear and swimwear Milavitsa. In total, about 700 models of underwear.

When promoting goods, it is important to take into account the national peculiarities of such people as Tajiks. Because "tastes differ from country to country: for example, in Kazakhstan they like everything bright and colourful. When we opened a shop in Astana, they did not recognise our products: they did not choose a single calm monochrome model. But, let's say, you won't see such things in Iran. Calm and conservative models and colours are popular there"<sup>40</sup>. The study of the structure of the Tajik mentality shows that it has specific features characterised by the following features: traditionalism; strict consideration of public opinion; humanism; tolerance; culture of shame.

From this we can conclude that underwear in Tajikistan should be supplied as much as possible closed, not bright, preferably traditional models. Tajikistan has no access to the sea, but there are many mountain lakes. Climatic indicators in summer are quite high, so swimwear can be supplied in the same quantity as in other countries that have access to the sea. Opening a monobrand Milavitsa lingerie shop is possible in cities with a population of 100 thousand people or more. In large cities it is expedient to create networks of Milavitsa shops at the rate of 1 shop per 100 thousand people. Cities with a population of more than 100 thousand people are Dushanbe (8 shops), Khujand (2 shops), Kurgan-Tyube (1 shop), Kulyab (1 shop).

The demographic situation in Tajikistan is as follows: the ratio of men and women is approximately equal. These are the main densely populated cities where people's purchasing power is the highest, which means that it will be efficient and

---

<sup>40</sup> Zanko, N. How Milavitsa makes famous underwear / N. Zanko // Onliner [Electronic resource]. - 2016. - Mode of access: <https://people.onliner.by/2016/07/04/milavica-2>. - Date of access: 04.10.2016.



profitable to sell Belarusian goods there. Next, it is important to establish the most efficient and inexpensive way to deliver goods, as 93% of Tajikistan is mountainous. The main target audience is women and girls of 15-45 years old who appreciate elegance and comfort, but pay attention to details and quality of lingerie. It is also important to decide at what level the Belarusian brand will be promoted - personal, local or national. It is necessary to cover the audience as widely as possible, so it is better to choose the third - national level. The method of promotion is through advertising, which should cover and influence the entire population of Tajikistan.

The advertising market in Tajikistan is now in a stable, developing position. Advertising here is promoted mainly through television and outdoor advertising (billboards). And to a lesser extent advertisers use the press and radio broadcasting. Television is still the main and priority source of information. "There are four governmental republican newspapers functioning in the republic: "Tsumhuriyat" and "Sadoimardum" in Tajik, "Narodnaya Gazeta" in Russian and "Khaltsovozi" in Uzbek"<sup>41</sup>. Tajikistan has national minorities - Uzbeks and Russians. And it should be noted that until 2008, in addition to Tajik, Russian was the second state language. Now it is the language of interethnic communication. Therefore, it is necessary to issue advertising in two languages. Due to financial difficulties, there are no nationwide private television channels in Tajikistan, so more than 70 per cent of the population regularly watch Russian television programmes. ABS-1 satellite (75.0 E) broadcasts one independent and five state TV channels of Tajikistan: Tochikiston, Jahonnamo, TV Bakhoriston, TV Safina, TV SMT (Independent Television of Tajikistan), TV Sugd TV, Sinamo. These are the sources that make sense to focus on when promoting the Belarusian brand. The price of billboard advertising has stopped at three dollars, and this is one of the lowest in Asia. This may be the second priority way of advertising promotion of Milavitsa. Communication routes between Russia and East Asia pass

---

<sup>41</sup> Polyakova, M. Book of sales of shop underwear "Milavitsa" / M. Polyakova // Bibliofond [Electronic resource]. - 2015. - Mode of access: <http://www.bibliofond.ru/view.aspx?id=603786>. - Date of access: 05.10.2016.

through Asia, which means that the flow of people who will see the Belarusian advertising will be large, which means that the advertising will affect not only those people who live in Tajikistan, but also foreign visitors to the country.

According to social surveys, Tajiks very rarely listen to the radio. Only 11 per cent do so every day and 23 per cent listen to the radio every week. 66% of the country's population practically do without radio. Therefore, it does not make sense to consider this way of advertising promotion.

The Internet in Tajikistan is only just beginning to develop, but there has already been notable progress. "Tajikistan's progress in the development of mobile communications is undoubted, which is confirmed by mobile penetration rates for 2006-2011. The level of mobile penetration in the country's market is one of the most popular and objective indicators among telecommunications companies"<sup>42</sup>. Therefore, Internet advertising can be considered as a good method of promotion in the future.

"After a communication programme is completed, its effectiveness is evaluated, i.e. the ratio between the degree of its impact on the target audience and the costs is determined"<sup>43</sup>. Advertising is always a communication between producer and buyer, so monitoring consumer preferences, their comments and suggestions is an important stage in brand promotion. Effectiveness is identified by surveying the target audience to find out whether its representatives recognise or can recall the message (advertisement) conveyed, how many times they have seen or heard it, how they evaluate the message, whether their attitude to the organisation and its products has changed as a result of marketing communications. It is also necessary to collect information on the volume of purchases, on the degree of satisfaction with the purchase - all this will help to understand whether the movement is in the right direction and

---

<sup>42</sup> Promotion of goods // Grandars.ru [Electronic resource]. - 2016. - Access mode: <http://www.grandars.ru/student/marketing/prodvizhenie-produkta.html>. - Date of access: 05.10.2016.

<sup>43</sup> Comparative analysis of ICT development in Tajikistan // Tajik Development Gateway [Electronic resource]. -2016. - Mode of access: [http://www.tajik-gateway.org/wp/?page\\_id=25938](http://www.tajik-gateway.org/wp/?page_id=25938). - Date of access: 06.10.2016.

what needs to be changed in the advertising campaign.

Let's summarise our arguments. Firstly, Milavitsa is a brand that is quite popular not only in Belarus, but also beyond its borders. The company produces quality goods, which can be effectively promoted in the Tajik market. With skilful advertising and a good promotion programme, Milavitsa can bring both itself and the state a good income. Secondly, one should take into account the socio-demographic and geographical peculiarities of Tajikistan, and then the effectiveness of advertising will increase. In order to establish effective relations between Belarusian producers and Tajik partners, it is necessary to know the peculiarities of the mentality of the people of this country. Thirdly, the most effective way to promote goods is through TV commercials and billboards, as these ways are the most effective, popular and low-cost. But at the same time, it should be remembered that the target audience of "Milavitsa" goods is women, so it is necessary to study what channels they prefer, after which programmes it is more profitable to run advertising of our Belarusian company. Fourthly, after the first steps of advertising promotion of the company's products, it is necessary to check the advertising impact on the audience, to monitor and adjust the activities to increase efficiency.

## CHAPTER 9

**Yulia Demeshko**

### **Contours of advertising promotion of Kommunaraka's products to the Japanese market**

To promote any product, you need to have at least minimal information about the company that produces that product. Without this, any promotion of goods will be impossible. Belarusian Kommunaraka has been delighting people with delicious confectionery products for over 100 years. Candies "Alyonka" and "Little Red Riding Hood" are so popular today that even in Israel, Czech Republic, USA, Germany, Mongolia, Georgia, Kazakhstan and other countries people enjoy the taste of Belarusian sweets. And at the beginning of the last century, when "Coffee House of Georgy Vikentyevich Rachkovsky" registered the first trade certificate in Minsk city administration, nobody could even think of such success. After that there were several name changes due to the change of managing persons. And after the civil war, a labour collective of confectioners was created to employ the unemployed, which was called "The First Belarusian Confectionery Factory". In 1929 it was renamed again in honour of the Great October Socialist Revolution - in Minsk confectionery factory "Kommunaraka". This is how the brand known to everyone today got its name. At the same time, a special building for an improved mechanised confectionery factory was being built on the opposite outskirts of the city without stopping the main production.

Initially confectionery products were made at the factory without wrapping, as special wrapping machines appeared only in 1932-1933. On the 1st of May 1930 the new factory started production, and on the 3rd of May the soft-chocolate shop was put into operation, and some months later - the caramel shop. In the 50-60s the specialists of the enterprise began to attach special importance to the development of new recipes for confectionery products. It was then that some of the best varieties of sweets and chocolate were created. Subsequently, many of them rightfully became considered classics. Thus, for example, for the first time candies - grillage, soufflé, metropolitan, chocolate "Alyonka" and "Krasnaya Shapochka" were produced in these years. "The

mission of SOAO Kommunarka is to bring joy and pleasure to people, preserving and multiplying the rich traditions of confectionery art"<sup>44</sup> . Much attention is paid to the quality of Kommunarka confectionery products, as it is one of the most important benchmarks in the company's work.

Today SOAO "Kommunarka" is one of the most famous enterprises producing sweets, which are favourite in many countries of the world. "Kommunarka" does not stand still. The company is always looking for ideas to create new products, as well as improving the manufacturing process and generally modernising production. All this is done to ensure that even the most demanding consumer is satisfied.

Kommunarka uses only natural, environmentally friendly raw materials in its production. The process of cocoa beans processing is carried out directly at the enterprise, which allows to achieve particularly careful quality control of the products. That is why SOAO "Kommunarka" for many years maintains a leading position in the confectionery market of Belarus. This is another aspect that is important for the advertising campaign and when communicating with partners.

The Japanese are very reverent about recycling. They have been known to build entire cities out of waste in Japan! Japan is an island country with 108 active volcanoes. That's why you should open a sales location far away from potentially dangerous areas. The largest cities in Japan are Tokyo, Yokohama, Osaka, Nagoya, Sapporo, Kobe, Kyoto, Fukuoka, Kawasaki, Saitama, Hiroshima, Sendai, Kitakyushu, Chiba, where the population is several million and only in the last two - 1 million. The total population as of 1 March 2015 in Japan is 126,910,000. According to 2016 data, 89% of Japanese live in urban areas. Purchasing power and overall population concentration is highest in these cities. If you build even one shop in a given major city, you can cover the entire country.

"Japan is covered with uplands and low and medium-altitude mountains, they

---

<sup>44</sup> Kommunarka : yesterday and today // Kommunarka.by [Electronic resource]. - 2015. - Access mode: <http://www.kommunarka.by/about/istorija-fabriki/>. - Date of access: 20.11.2016.

make up more than 75% of the country's territory. Lowlands are located in separate areas along the country's coasts"<sup>45</sup> , and "the distance between the Republic of Belarus and Japan is 8125 km"<sup>46</sup> . All this together makes transportation very labour-intensive. Therefore, it is necessary to choose the cheapest logistical route. Perhaps air transport will be the most acceptable way out.

"Japan's speciality is the pursuit of novelty. Fashions and interests change each other in this country with amazing speed"<sup>47</sup> . This even manifests itself, as strange as it may sound, in the blooming of sakura. The lovely blooming of these exquisite and beautiful flowers in Japan is, alas, short-lived, and when they fall to the ground, they are immediately swept away so that not a single petal remains. The beauty remains only in memory. The idea of the frailty of the world permeates all Japanese literature. A distinctive and vivid feature of the Japanese character is sentimentality. They have very popular songs and prose, which tell about hard heartaches, love and broken hearts. This sentimental quality can be taken into account when preparing a commercial, which should be broadcast on the leading Japanese channels.

The Japanese are constantly striving for novelty and progress. And this, in turn, attracts large companies to this country. However, the peculiarities of Japan are such that innovation usually does not stay for long. The Japanese have an opinion that life waits for no one, and the desire to go forward no matter what - development, and development means life. Their behaviour and mentality are rooted in ancient history, which the Japanese people revere very much.

Communication in Japan is also specific. The Japanese mentality is such that

---

<sup>45</sup> Geography of Japan // Easttime.gi[Electronic resource]. - 2013. - Access mode: <http://www.easttime.ru/countries/topics/1/9/63.html>. - Date of access: 21.11.2016.

<sup>46</sup> Calculation of the distance between Japan and Belarus // Raschet-rasstoyanie.ru [Electronic resource]. - 2016. - Access mode: <http://www.raschet-rasstoyanie.ru/mezhdu-gorodami/yaponiya/belorusiya>. - Date of access: 23.11.2016.

<sup>47</sup> Mentality of the Japanese // MiukiMikado [Electronic resource]. - 2012. - Access mode:<http://miuki.info/2012/02/mentalitet-yaponcev/>. - Date of access: 23.11.2016.

from the very early childhood they are taught respect, tact and the ability to "read between the lines". A foreigner who has recently arrived in this country is likely to be uncomfortable at first, because the Japanese in communication are very friendly, sometimes so much so that in a dialogue or argument the interlocutor may think that the opponent has accepted his point of view, although in fact this is far from being the case. "The Japanese attach great importance to friendship and belonging to some social group. The American confidence in their own strength alone is alien to them. The Japanese adhere to the principle of "enryo" (respectful distancing). Virtually every Japanese is a member of some social group, to which great importance is attached."<sup>48</sup> .

In an advertising campaign, it is important to take all these features into account to make it effective. The leading positions in the advertising industry in Japan are occupied by television, the Internet and the press. But such types of advertising as outdoor advertising, direct mail, advertising on vehicles and in telephone directories also occupy their own worthy niche in the advertising business. "By the total circulation of daily newspapers (72, 7 million copies) Japan ranks first in the world, by the number of newspapers per capita (592 copies per 1 thousand people)"<sup>49</sup> . All advertising in the Japanese press is clearly regulated by the Code of Newspaper Advertising and the Code of Ethics of Newspaper Advertising - this should also be taken into account.

The modern Japanese advertising industry holds a leading position in the world market. Every day about 4 thousand advertising agents are involved in the advertising business, and the total number of employees is estimated at 65 thousand people. Belarusian advertising should be brief, clear and "read between the lines", as it is customary in the country of the "rising sun". This applies to newspapers, television, and online publications. The most widespread social networks in Japan are Facebook

---

<sup>48</sup> Such a special Japanese mentality // People&countries [Electronic resource]. - 2014. - Access mode: <http://peopleandcountries.com/article-2711-1.html>. - Date of access: 22.11.2016.

<sup>49</sup> Tempting Japan // Embassy of Japan in Russia [Electronic resource]. - 2014. - Access mode: <http://www.embiapan.ru/culture-mass-media.phtml>. - Date of access: 25.11.2016.

and Twitter - these are the platforms where Belarusian product advertisements can be placed to reach the largest possible audience of potential consumers.

Summarising the results, let us highlight the main thing. Firstly, the company Kommunarka has been pleasing not only Belarusians for over a hundred years with high-quality products, which, with a decent advertising support, can easily compete with Japanese products. By showing positive experience of co-operation with other countries, one can establish oneself in the eyes of the Japanese, show oneself on the good side. Kommunarka products are made of environmentally friendly raw materials - this is one of the important aspects, which is important to operate in the advertising campaign of the Belarusian product. Secondly, more than 10 shops can be built in Japan, which, with a good advertising campaign, will give an excellent income. But here lies not only commercial benefit. Belarusian products will personify our country, which will also raise its authority in the eyes of the Japanese. Thus, trade and economic relations between the countries can be strengthened. Thirdly, taking into account geographical and social peculiarities of Japan, we can consider relations with the Japanese very promising and mutually beneficial, as they are kind, polite and courteous people with whom it will be pleasant to conduct a dialogue. Fourthly, the Japanese are very difficult to surprise. Their advertising is so extravagant that it will be very difficult for Belarusian exporters to attract the attention of an average Japanese and even more difficult to keep it. In this case, it is necessary to take into account their sentimentalism, which is so prevalent among the Japanese.



## CHAPTER 10

Polina Dolgopolova

### Prospects of advertising promotion of Roshen products on the Romanian market

Roshen Corporation is one of Ukraine's largest confectionery manufacturers. It includes Kiev, Kremenchug confectionery factories, two production sites in Vinnytsia region, Vinnytsia dairy plant, two production sites in Lipetsk region of Russia, Klaipeda confectionery factory in Lithuania and Bonbonetti Choco factory in Hungary. "Revenue of Roshen Nord (Klaipeda), a subsidiary of the Roshen Confectionery Corporation controlled by Ukrainian President Petro Poroshenko, totalled EUR12.709 million in 2015, up 7 per cent on 2014. Roshen Nord's net profit for the past year decreased 2.1 times to EUR0.199m, according to a report submitted to the Lithuanian Centre of Registers"<sup>50</sup>. Roshen's extensive "holdings" may allow Romania's developed economic market to import competitively capable Roshen goods from Ukraine.

The Romanian advertising market grew by 6.5% in terms of advertising revenues in 2016. This is down from 2015's 7%, according to the latest estimates by advertising agency Zenith Optimedia. "However, the figures were higher than the 4.6% expected, which was expected to bring \$579bn to the country. In 2017, the global market will surpass the \$600bn threshold and online advertising will be the main driver of growth, surpassing Romania's TV advertising"<sup>51</sup>. Zenith Optimedia notes that this

---

<sup>50</sup> Roshen opened representative offices in Bulgaria, Poland, Romania and Greece // Institute of Evolutionary Economics [Electronic resource]. - 2016. - Mode of access:

[http://iee.org.ua/ru/prog\\_info/36882/](http://iee.org.ua/ru/prog_info/36882/). - Date of access: 03.10.2016.

<sup>51</sup> Zenith Forecast. Romanian advertising market will account for 6.5% this year // HotNews.ro [Electronic resource]. - 2016. - Access mode: [http://economie.hotnews.ro/stiri-media\\_publicitate-20890201-piata-romaneasca-publicitate-crestere-6-5-anul-acesta-publicitatea-internet-creste-trei-ori-mai-repede-decat-piata-totala-prognoza-zenith.htm](http://economie.hotnews.ro/stiri-media_publicitate-20890201-piata-romaneasca-publicitate-crestere-6-5-anul-acesta-publicitatea-internet-creste-trei-ori-mai-repede-decat-piata-totala-prognoza-zenith.htm). - Date of access:

03.10.2016.

growth is unusual despite the difficulties currently facing the global economy: the Chinese economic stagnation, the crisis in Brazil, Russia, the humanitarian disaster in Syria and the uncertainty surrounding the future of the European Union - the UK's Brexit.

The Romanian advertising market is among the markets that were deeply affected by the global financial crisis and are now experiencing a period of sustained recovery. As Zenith Optimedia notes, Romanian advertising industry data is now comparable to the markets of Ireland, Portugal and Spain. Positive trends in the Romanian advertising market prove once again that it is suitable for promoting sales of such goods as Roshen products.

As far as confectionery consumers are concerned, "according to ACNielsen, the choice of confectionery products is made in 'active mode' (e.g. for chocolate) or 'variety-seeking' mode (for biscuits). This means that consumers are listening to the marketing information accompanying products on the market"<sup>52</sup>. Here, consumers switch to new brands much more frequently than in other segments, which means that the confectionery market can be characterised as weakly loyal. As a consequence, packaging and its promotion at the point of sale are beginning to play an increasingly important role. However, Roshen needs not only to establish itself firmly on the Romanian economic and advertising market, but also to create powerful videos, which (as for any product) would play an important role in the success of Roshen's exports in Romania.

To begin with, let's determine which types of these products are the most promising for an advertising campaign. Among them we can include the goods of the Vinnitsa confectionery factory Roshen, which "is one of the leaders among confectionery enterprises in Ukraine. The factory employs more than 1500 people. On

---

<sup>52</sup> Semenikhin, P. Design of confectionery products: yesterday, today, tomorrow / P. Semenikhin // 4p.ru [Electronic resource] :

[http://www.4p.ru/main/theorv/83470/7sphrase\\_id=999055](http://www.4p.ru/main/theorv/83470/7sphrase_id=999055). - Date of access: 03.10.2016

modern high-performance equipment (German, Italian and Czech production) it produces about 200 names of confectionery products, the total volume of which is more than 100 thousand tonnes per year<sup>53</sup>. Vinnitsa confectionery factory ROSHEN is oriented on production of a wide assortment: chocolate, floury products, candies. It also produces more than 50 kinds of souvenir sets and more than 40 kinds of New Year gifts, consisting of products manufactured by all enterprises of the corporation. Roshen milk chocolate, condensed milk rolls, and Fudgenta sweets are particularly promising in terms of exports.

In this case, not only product packaging plays a major role, but also the content of the video and the components that make it up. The content of the video should be directed to a specific audience, and, therefore, the message of the advert will be addressed, taking into account the specifics of the audience, for example, national characteristics, traditions developed during the formation of the nation, cultural characteristics and preferences of this audience, its general age value.

The age of the Romanian audience to which it is appropriate to target a promotional video is a very diverse society. Chocolate, sweets and other confectionery products are often available and demanded by people of retirement age, middle-aged people, young people and very young consumers (with the permission of adults). In other words, these products can be demanded by the majority of the Romanian society.

Such Romanian confectionery producers as Nefis S.R.L., Rommac Trade S.R.L., S. C. Romdil Com S.R.L., Matina prodimpex S.R.L.. However, Romanian producers are not on the same level with Roshen as, for example, Italian ([Leone Torino](#), L'acquolina, Ferrero, Perfetti van Melle), French (Pierre Herme, Laduree), German (Haribo, Dr. Oetker, Kinder Chocolate, Ritter Spot) or Swiss (Nestle, Nuts, Lindt). Thus, Roshen will have a strong position both in the confectionery segment on the

---

<sup>53</sup> O Roshen: Vinnitsa confectionery factory Roshen // Roshen.com [Electronic resource]. - 2016. - Access mode: <https://www.roshen.com/ru/about/factories/vinnicka-konditerska-fabrik-roshen-15-15-15-15/>. - Date of access: 03.10.2016.

Romanian market and, as a consequence, on the Romanian advertising market.

To create a successful commercial, it is important to understand what kind of country Romania is. Geographically, it borders "in the north-east with its friendly neighbour Moldova, in the south the borders run along the Danube River with Bulgaria. To the east, Romania shares borders with Ukraine also along the Danube River, and the western borders "twin" Romania with Hungary and Serbia. On the southern side Romania is washed by the Black Sea, which creates all conditions for the development of the resort segment"<sup>54</sup>. The country's location is quite favourable, considering also its connection with the European Union. The population of Romania is 21.5 million people, of whom about 90 per cent are Romanians and 6.6 per cent Hungarians. There are also Roma, Germans, Ukrainians, Serbs, Turks and Slovaks. That is, Romanians make up the majority of the society by nationality. Also in this country the Orthodox religion prevails - 87 %. Romania is characterised by a roughly equal mix of mountainous, hilly and flat terrain. The Carpathian Mountains run through the country, predominating in the centre of Romania.

A few of Romania's highlights include. This is the legend of the famous Count Dracula, the ruler of Wallachia, Vlad Tepes. It is the fact that Romania is a mountainous country with periodic earthquakes. It is the frequent succession of governments. It should be assumed that in this list Count Dracula is a kind of "business card" of Romania, the image of which is relevant not only for advertising of travel agencies, but can also be used in advertising of Roshen products.

---

<sup>54</sup> Country information: general information about Romania // Romania Today [Electronic resource]. - 2016. - Access mode: <http://romania-today.ru/informacija-o-strane/obcschie-svedenija-o-rumynii>. - Date of access: 05.10.2016

## CHAPTER 11

Polina Dolgopolova

### Opportunities for advertising promotion of Ukrainian Antonov aircraft to the Japanese market

In terms of aircraft construction development, Ukraine belongs to the developed countries and is among the few countries in the world with a full cycle of aircraft production. There are 5-6 countries with such an industry, which apply high technologies. Aircraft construction is one of the most profitable and at the same time the most capital-intensive branches of machine building. "There are more than 60 aviation enterprises in Ukraine now. It is on them that a quarter of our country's machine builders work. Thanks to this, among all aviation of the former USSR, Ukrainian aircraft are among the few that are still flying successfully. Moreover, some models of An aircrafts are 3-4 years ahead of similar world models"<sup>55</sup> .

The industry is based on five large enterprises - in [Kyiv](#), [Kharkiv](#), [Dnipropetrovsk](#), [Zaporozhye](#), [Pervomaysk](#), where 2/3 of the industry's employees are concentrated. The potential of the aviation industry makes it possible to increase the volume of development and production of aviation equipment, in particular: regional passenger and transport aircraft, aircraft engines and units, [on-board radio-electronic equipment](#) oriented to the use of satellite communication, navigation and observation systems, helicopters and [small aircraft](#), including [unmanned aircraft](#).

Russian, European and Chinese [investors](#) are showing interest in Ukraine's aircraft industry. "Antonov and Motor Sich are two names that are associated with Ukrainian aviation. "[Antonov](#)" is the [largest](#) production enterprise in the capital with a staff of 13.5 thousand people. In the first quarter of 2015, when the country was already

---

<sup>55</sup> 5 interesting facts about Ukrainian aircraft construction that you might have missed. // [BusinessViews](#) [Electronic resource]. -2016 . Mode of access:

<http://businessviews.com.ua/ru/studies/id/5-interesnejshih-faktov-ob-ukrainskom-samoletostroenii-kotorye-ty-mog-upustit-1212/>. - Date of access: 17.11.2016.

living under the harsh laws of the economic crisis, it more than doubled its net income to 947 million hryvnias and made 330 million hryvnias of net profit.

Ukraine is a promising exporter in the global economic market, but a weak one so far. Globalisation of world economic markets requires countries to increase their export performance and to abandon the predominantly commodity-based trade in favour of high technology. Ukrainian exports consist mostly of wood and metals. For Ukraine's exports to Japan and other countries to be successful and profitable, the government should move away from selling raw materials abroad. The export of high-tech goods will be more effective. For example, aircraft products. The same An aeroplanes that have earned good reviews in comparison with the world's models can represent a profitable type of sales to Japan.

Japan, in its turn, has no special advantage over Ukraine in the aircraft industry. The whole point is that Japan, under the influence of the USA, does not have its own army, but only the so-called Self-Defence Forces. Due to this influence the USA has filled the Japanese economic market with its samples of aircraft construction. Ukrainian aircraft construction could compete with the American one on the Japanese market. This would be beneficial both for Ukrainian exports to Japan and to compete with developed countries such as the United States.

.Advertising company Cyber Agent estimates that the industry size in Japan's advertising industry will grow to reach \$3.1bn by 2017. Cyber Agent is one of the largest mobile advertising providers in Japan. It develops and sells products for phones, smartphones and computers, as well as games. Japanese advertising technologies and the very psychology of commercials and adverts differ significantly from Western examples. For example, television and viral commercials are characterised by frequent and abrupt frame changes. Also, when shooting video clips or on an advertising poster, the emphasis is on the image. Poster adverts are often placed en masse: walls pasted with identical posters are a normal picture in Japan. It is also rare to see a direct mention of a discount, promotion or bonus.

This information is implied, but not emphasised in a separate line. This tendency also

takes place because each frame in Japanese advertising is part of the overall semantic picture, so inclusions such as lines at the bottom will interfere with the understanding of the essence of the advertisement.

Multimedia outdoor advertising is used much more actively here than in other countries. It is worth noting that in terms of effectiveness it is on a par with internet advertising. And not without reason, because huge rooftop advertising installations with the logos of famous brands overhang the streets on all sides. "The most large-format neon adverts are in Tokyo's most respectable neighbourhood, Ginza, which is a kind of reflection of modern Japan. The adverts placed here are of the highest quality and scale. Organically perceived buildings, the design of which is entirely or largely belong to individual shops. Vertical roof structures are very popular in Japan"<sup>56</sup>.

On the Internet, you can find a wide variety of adverts that a European, for example, would find strange, incomprehensible or shocking. Some of the commercials may be simply incomprehensible to a European - for example, a 5-minute McDonalds advert where Ronald McDonald simply dances to annoying music. Or another case: Dentsu Tokyo Agency and Thai film director Saton Petchuwan made a hilarious commercial for Dakara drink about balance in the body. The video "Balance" advertises Suntory's Dakara drink and talks about the wonders of having a vestibular system. To understand the atmosphere and feel the mystery of Japanese commercials, you need to see them for yourself. The specificity of advertising videos includes the fact that the Japanese are very fond of shooting foreign celebrities in their commercials. There is an opinion that for shooting in Japanese advertising stars get more than for roles in blockbusters. In recent years, such popular actors as Arnold Schwarzenegger, Nicolas Cage and Harrison Ford have starred in adverts for Japan.

"The extraordinary nature of advertising does not prevent some commercials and

---

<sup>56</sup> Outdoor advertising in Japan (Tokyo). // [Reklama31](http://Reklama31.com) [Electronic resource]. - 2015. Access mode: [http://reklama31.com/словарь/naruzhnaya-reklama-v-yaponii-\(-tokio-\)](http://reklama31.com/словарь/naruzhnaya-reklama-v-yaponii-(-tokio-).). - Date of access: 18.12.2016.

individual promotions from becoming winners of world advertising festivals, including the most prestigious one - Cannes Lions. Thus, 3 times in the history of the festival Japan received the Grand Prix in the nomination "Film Lions" - in 1974, 1982 and 1993. Often Japanese advertising is included in the gold and silver lists of various nominations. In 2009, two promotional campaigns from Japan also took the festival's Grand Prix in the Media Lions and Promo Lions categories<sup>57</sup>. From this we realise how high the level of advertising is, namely the creation and placement of videos in Japan. In order to create a high-quality video that meets the requirements of the Japanese advertising market and is also close to the Japanese people, it is necessary to make maximum efforts, most of which will be devoted to the comprehensibility and integrity of the video.

Since aeroplanes are a product that people who have already seen the commercial are rarely interested in buying, and ordinary people cannot afford aeroplanes, they should be advertised on the most profitable channels in Japan, with the expectation that the advert will attract people with average incomes and above. This is already a 50 per cent success rate for the advertiser. It is also better to run this specialised commercial on television twice as much on channels or before/after programmes dealing with the topic of aircraft. Even if the programme is about balloons, the association with another type of aircraft will still remain and possibly remind the viewer of the product of interest.

It is promising to promote four types of An aircraft for sale to Japan: An-74T, An-148, An-124-100 and An-132. The last model is a new word in Ukrainian aircraft construction. This new air transport is a joint project of Antonov SE and partners from Saudi Arabia and is a modernisation of the An-32. "The AN-132 is designated for flights on short- and medium-haul routes and is capable of carrying cargoes weighing up to 9.2 tonnes. In addition, the aircraft can be used for participation in rescue operations in emergency conditions (for evacuation of the population from disaster

---

<sup>57</sup> Advertising by barcode. // Lenta.ru [Electronic resource]. - 2011. Access mode: <https://lenta.ru/articles/2011/04/12/iapanmarket/>. - Date of access: 18.12.2016



zones, transporting the wounded and landing rescue teams)"<sup>58</sup>. The An-132 is also considered as a promising option for use in military operations for the delivery of military personnel, parachutists, light weapons and equipment, equipment and logistics of the armed forces, as well as their landing.

The family is based on the AN-74T turbojet twin-engine aircraft designed to support scientific research, ice reconnaissance and transport operations in the Arctic and Antarctica, as well as commercial cargo operations on medium-haul air routes in all climatic zones at temperatures ranging from -60°C to +45°C. The AN-74T is based on the AN-72 military transport aircraft and inherited from it high flight characteristics and the ability to operate autonomously on unpaved runways. The AN-74T is based on the military transport AN-72 and inherited from it high flight characteristics, the possibility of autonomous operation on unpaved runways, performance of flights with steep trajectories and short take-off and landing. It is designed to carry up to 7.5 tonnes of cargo with a cruising speed of up to 700 km/h at an altitude of 10100 metres.

Antonov State Enterprise together with 214 enterprises from 15 countries has created the family of twin-engine AN-148 regional jets. These are high-tech competitive aircraft that meet all modern global requirements, safety and environmental standards, as well as the wishes of potential customers. They are designed for passenger, cargo-passenger and cargo transportations on regional and trunk lines. The new airliners will replace An-24, Tu-134, Yak-40 and Yak-42 on air routes.

The AN-124-100 commercial aircraft is based on the AN-124 Ruslan heavy military transport aircraft, which is the most payload-carrying aircraft among the commercially produced aircraft in the world. It is designed for long-distance transport of heavy and oversized cargoes and various special equipment. In 1992 the ANTONOV State Enterprise received the certificate for the AN-124-100. The aircraft

---

<sup>58</sup> Ukraine has unveiled a new An-132 aircraft. // Segodnya.ua [Electronic resource]. - 2016. - Access mode: <http://www.segodnya.ua/economics/transport/v-ukraine-predstavili-novyy-samolet-an-132-781242.html>. - Date of access: 18.12.2016.

complies with III chapter of ICAO Annex 16 on noise on the ground, modern requirements on emission of harmful substances by aircraft engines, accuracy of aircraft navigation, flights in conditions of shortened intervals of vertical echelon. These four models of Antonov aircraft can compete in the Japanese economic and advertising markets with such Japanese aircraft as Mitsubishi MRJ, Honda NA-420, Mitsubishi Mu-2, Mitsubishi F-2.

To better understand the complex mentality of the Japanese, it is interesting to see how citizens talk about themselves and the country, as well as what kind of people they are. The Japanese call Japan "the beginning of the sun". Communication in Japan is also specific, but of course, like all Japanese, only on the positive side. A foreigner arriving in this country may be uncomfortable at first, because the Japanese are very friendly in communication, sometimes so much so that in a dialogue or argument the interlocutor may think that the opponent has accepted his point of view, although in fact this is far from being the case. This is the mentality of the Japanese - from the earliest childhood they are taught respect, tactfulness and the ability to "read between the lines". "The peculiarities of communication in Japan are such that the line between one's own and the public is very blurred. The Japanese attach great importance to friendship and belonging to some social group. They are alien to the American confidence only in their own strength. The Japanese adhere to the principle of "enryo" (respectful distancing).

Virtually every Japanese is a member of some social group that is given great importance<sup>59</sup>. Hence, we can conclude that the image of a group of Japanese people in an advert will presumably evoke only good emotions in them. A distinctive character trait of the Japanese is sentimentality. Very popular are songs and prose that tell of heartache, heartbreak and love. The Japanese are constantly striving for novelty and progress, which attracts large companies to this country. However, the peculiarities of

---

<sup>59</sup> The mentality of the Japanese. // Miuki Mikado. Virtual Japan [Electronic resource]. - 2012. Access mode: <http://miuki.info/2012/02/mentalitet-yaponcev/>. - Date of access: 18.12.2016.

Japan are such that any innovation does not stay for long.

As a result, we have an unusual combination: sentimentality, belonging to a social group, respectful communication, rapid development and progress, constant renewal. The image of an aircraft made of hard metal does not fit with the delicate character of a Japanese. And why not turn Ukrainian and Japanese planes into people in your commercial, endowing them with human traits that are inherent to their peoples, and "befriend" them? It is difficult to imagine this on our screens. But the Japanese audience has long been accustomed to unusual pictures, so let's not look at the form, we should look for the content.

FOR AUTHOR USE ONLY

## CHAPTER 12

Victoria Puzatko

### **Topical issues of advertising promotion of Belita-Vitex products to the market of Kazakhstan**

Today in Kazakhstan, several types of media can be distinguished where advertising is actively placed: television (national airwaves + local airwaves in Almaty), press (national editions + local editions in Almaty), radio (national airwaves + local airwaves in Almaty), outdoor advertising (outdoor constructions in Almaty) and the Internet (presence monitoring). "In 2015, the volume of advertising increased by 1.4%. The leader of the media market is television at 87%, with radio at 3%, press at 3.5% and outdoor advertising at 6.5%. Compared to 2014, while television is gaining momentum, other media are suffering losses and losing ground"<sup>60</sup>. Thus, we can be sure that TV advertising is the most effective. In addition, in Kazakhstan it does not cost much, as the advertiser pays for the number of views, not for minutes on television, which is not cheap at all.

The leading products in Kazakhstan's advertising space are food products, various services, perfumes and cosmetics. The smallest percentage of advertising is for automotive products, household appliances, computing and copying equipment, and software. This is another point that can ensure the successful future of the advertising project of Belita-Vitex products in Kazakhstan. "Belita-Vitex" is a trademark that unites two of the largest cosmetics manufacturing companies in Belarus, recognised leaders in the production of hair care products. Today they offer a large range of professional products for hairdressing and cosmetic salons. "For more than 15 years Belita-Vitex has been creating products that help professionals to create and their clients to look great, feel great and enjoy life more"<sup>61</sup>.

---

<sup>60</sup> Jumaev, I./ Review of the advertising market of Kazakhstan // I. Jumaev. // Slideshare [Electronic resource]. - 2015. - Access mode: <http://www.slideshare.net/Vi presentations/ss-47506822>. - Date of access: 28.05.2015

<sup>61</sup> Cosmetics "Belita-Vitex" // Internet-portal of professional cosmetics "Salondoma". [Electronic

Professional Hair Care is an innovative, specialised range of products that have been developed using the latest scientific research combined with tradition and experience to meet the latest knowledge of hair structure and professional hair care. This line is designed exclusively for professional hairdressers. Each hairdresser can choose the combinations of products necessary for him/her and offer his/her clients the embodiment of style evolution in a unique look of individuality. But this is only one of all the proposed lines of cosmetics from "Belita-Vitex". The company's assortment offers face, body, hand and foot care products for different ages, as well as lines of cosmetics for all skin types. In view of all of the above, we can determine the target audience of these products - the beautiful half of humanity.

"The effectiveness of advertising activity significantly affects the behaviour of consumers when choosing goods (services) and making a purchase, not the least role in this is played by the stereotype of thinking of the client and I would like to consider the effectiveness of advertising activity exactly on the example of the stereotype of thinking of the consumer"<sup>62</sup>. The client's attitude to himself, firm, goods, mass media is absolutely certain, visible, audible, therefore it is considered that advertising will be more effective, if it first takes into account stereotypes, and then the needs of customers. Thus, firms engaged in international business, especially must take into account stereotypes, often referred to as regional specificity. Therefore, Belita-Vitex can take advantage of stereotypical features of the Kazakhstani mentality: 1) a woman is a creature of tenderness and unattainable; 2) a man is the head of the family, a knight; 3) a stereotype about the appearance of businesswomen, who are now quite numerous in Kazakhstan; 4) a happy family and excessive hospitality.

The cosmetics market in Kazakhstan is a place of conflicts and competition. If there are no big conflicts there, the competition is strong and tough. Belita-Vitex will

---

resource] - 2013. - Access mode: <http://salondoma.by/index.php?categoryID= 1069>. - Date of access: 11.06.2013.

<sup>62</sup> Development of advertising strategy // Research company "My Market". [Electronic resource] - 2004. - Access mode: <http://www.my-market.ru/market 48.html>. - Date of access: 20.10.2016.

have to contend with the competition of several companies. Almaty-based Bioton LLP offers elite cosmetics at reasonable prices, aimed at local consumers who live in aggressive climatic conditions. They mainly specialise in rejuvenating cosmetics, which undoubtedly gives Belita-Vitex an advantage of choice. The Almaty-based company Evita is similar to Bioton in that the formulation here is also developed independently and the products contain only organic substances. According to the company, Kazakhstanis are zombified by foreign brands and focus on the design of packaging rather than the composition of products. In the West, consumers look first of all at what cosmetics are made of, so Evita Complex is popular with foreigners. But it is quite possible that the current crisis will change the consciousness of Kazakhstanis and they will start buying local cosmetics. Moreover, the prices for Evita products are acceptable for Kazakhstani consumers. The third competitor is Aisaule firm. The basis of its cosmetics consists of healing herbs, fruits, flowers, essential and natural oils. Also, the peculiarity of this product is that it should be stored in the refrigerator, as it does not contain preservatives. All these peculiarities should be taken into account before starting to create an advertising project of a Belarusian exporter.

On-screen advertising uses video and film clips and slides as media. A video clip is a sound film recorded on magnetic tape. A film clip is a sound film shot on film, intended for subsequent "distillation" to video, broadcasting or demonstration by means of a cinema installation. Screen advertising uses the broadcast of video and film clips on television channels. Among the main advantages of on-screen advertising should be named as follows: simultaneous visual and audio impact, the phenomenon is considered in motion, which provides a high degree of involvement of the viewer in what is happening on the screen, the personal nature of the appeal, a wide audience. But there are also disadvantages: high absolute cost; overloaded advertising; fleeting advertising contact and poor selectivity of the audience.

Entertainment and humour are used, especially in television commercials, for two reasons. Firstly, creating entertaining adverts is one way of keeping viewers in front of the screen. The other reason has to do with the fact that for most people,

watching television is a way to get away from worries and relax, or sometimes (such as when watching a sporting event) it is a way to experience a thrill. In both cases, viewers are relaxing. Consequently, entertaining and humorous commercials fit in with the mood of the viewers. This perhaps explains the success of serial or episodic ad campaigns, such as Nestle' coffee adverts. Serial adverts become soap operas, allowing characters to develop their own personalities that viewers can associate themselves with. Serial adverts tell stories, each one complementing the previous one. Such commercials contrast with regular commercials where everyone follows the same routine script.

The large number of television commercials use celebrities. According to the probabilistic model of influence, this is the most appropriate way of indirect persuasion, involving little involvement on the part of the consumer. The little research that is available on this subject shows that the use of celebrities creates brand awareness above the usual level, but only half of the celebrities used have a positive effect on consumer attitudes towards the product. The speech of a person whom people perceive as close to themselves will be more persuasive as such celebrities are more likely to embody the norms and standards of the target audience. Ideally, the target audience should feel that they and the celebrity share a common social background. One of the reasons why opinion is difficult to change through advertising is that the opinion is inherent in people's environment. One way to convince them is to demonstrate that this opinion is not shared by significant people in their social circle. A large number of social problems are solved by appeals made by personalities who are respected by the target group. In consumer marketing, the extent to which celebrities influence people's opinions depends on what their current level of knowledge is. In any case, the celebrity may sell the first bottle of perfume, but the odour will have to sell the second.

Considering the main aspects of advertising, the history of their development, the essence, we can conclude that these measures are not only necessary, but also necessary for the successful operation of any firm or enterprise, to maximise profits, for better "survival" among competitors. Indeed, the fact that the development of

market economy promotion of goods requires new methods of doing business and here is not limited to the old methods, especially when there are the latest and bringing even if not immediate results, but still effective.

Based on all of the above, the following conclusions can be drawn. Firstly, the leader of the media market in Kazakhstan is television, which has a market share of 87%, while radio - 3%, press - 3.5% and outdoor advertising - 6.5%. Consequently, TV advertising is the most effective. In addition, in Kazakhstan it does not cost much, as the advertiser pays for the number of views, not for minutes on television, which is not cheap at all. Secondly, advertising accompanying entertainment programmes should, first of all, also be entertaining, because persistent and strictly informative advertising may not match the mood of the audience. Weak distractions such as background music, attractive models, songs, humour not relevant to watching other stage programmes can all help to avoid negative reactions by only slightly distracting the viewer from what he or she intended to watch. Thirdly, Belita-Vitex cosmetics can successfully compete in the marketing market by emphasising points related to the Kazakh mentality. This can accelerate the processes of familiarising the audience with the products and acquiring new customers.



## CHAPTER 13

Victoria Puzatko

### Strategy of advertising promotion of "Blayut" company's products to the Turkish market

One of the most developed areas of Turkey's economy is the textile industry. "The textile industry in Turkey is constantly developing. The industry has 20000 manufacturing companies with 400 thousand employees. Large investments are being made in the industry by both local and foreign businesses"<sup>63</sup>. In addition to cotton, wool is widely used in the Turkish textile industry, as well as silk and various types of synthetic fibres and yarns. Today, almost all textile enterprises in Turkey are organised into holdings whose products are known far beyond the country's borders. In terms of textile exports to the EU countries, the state is among the leaders, occupying the honourable second place and yielding the palm of superiority only to China. Germany and Great Britain account for the largest share of supplies.

One of the main problems of the Turkish textile industry is the higher cost of goods compared to similar products of most companies in the Asian region, so national manufacturers are taking measures aimed at improving the quality of products, reducing production and transport costs, seeking to maximise the benefits of the country's geographical location, i.e. its proximity to major markets. In the future, the Republic of Turkey expects to significantly expand its horizons, including through the creation of new exhibition spaces. Moreover, by 2023, the Turkish government plans to increase the total level of goods exports to \$500 billion.

Open Joint Stock Company "Baranovichi Production Cotton Association "Blaky" is the leader and the largest textile manufacturer in Belarus with a full production cycle and modern imported equipment: from cotton processing, yarn

---

<sup>63</sup> Turkey as a market for Russian high-tech companies // Habrahabr. Administration [Electronic resource]. - 2016. - Access mode: <https://habrahabr.ru/post/226921/>. - Date of access: 20.11.2016.

manufacturing to the production of finished garments in Europe and CIS countries. The use of the best Swiss dyes and imported equipment in production allows the company to produce high quality products, favourably differing from the products of other companies. All fabrics and garments have excellent physical and mechanical properties, they are resistant to washing, mechanical effects, require minimal maintenance, and are durable.

Every year the specialists of the company's design studio visit the largest international textile exhibitions and trend shows, which are a source of inspiration and new ideas for creating exclusive collections. Highly qualified employees, professionals are part of the cohesive team of the successful company. They are constantly improving in order to become even better, eventually offering the following products: "Carded stark yarn from cotton fibre 4-5 types of rotor spinning for knitting and weaving production; cotton polyester yarn from cotton fibre 4-5 types of rotor spinning for weaving production with 67% PE stark; cotton polyester yarn from cotton fibre 4-5 types of rotor spinning for knitting production"<sup>64</sup>. Fabrics are produced in stark, bleached, smooth-dyed and printed form with different densities from 84 to 244 g/m<sup>2</sup> and widths from 90 cm to 295 cm. Production of fabrics is represented by chintz, calico, linen, garment and technical groups, used for bed linen; table linen; suit and dress fabrics; cloth for overalls; bandages, gauze.

It is better to advertise on television, as it is the one that occupies an exceptional position. Television advertising is the most expensive. There are many advertising options: - advertisements, which are made in the form of short messages lasting up to 10 seconds (usually at the beginning of a TV programme). Viewers are introduced to new products, give them brief information about them, place of sale, method of use; commercial advertising programmes are usually transmitted between and in the middle of the programmes. Very often they are interspersed with films or concert programmes.

---

<sup>64</sup> Data on the enterprise Baranovich Production Cotton Association TM BLAKIT (BLAKIT) // Publishing House "Foreign Trade". [Electronic resource]. - 2016. - Access mode: <http://beltrade.bv/enterprise/1472/>. - Date of access: 19.11.2016.

Advertising messages are designed in the form of sketches, short entertaining skits with a witty plot or original situations and are shown for 2-3 minutes; financed programmes are also widespread (performances of popular singers, shows of expensive performances). During such a programme, the qualities of a product produced by the company financing the programme are advertised; advertising reports, which are broadcast from department stores, businesses or model houses, showrooms, exhibitions, in order to demonstrate certain products offered to the customer. Usually such programmes include "improvised" conversations with real customers, and they give their feedback on the advertised product; diapositives or diapositive films, usually shown during pauses for 5-10 seconds and accompanied by a narrator's text of 10-15 words. The advantage of diafilms is that they are very cheap and can be easily made. Diafilms are usually shown with musical accompaniment.

What can be offered as practical recommendations for promoting the national product and the idea of "kuplaitse belaruskaie" in Turkey on the example of preparing video clips. 1. First of all, when preparing an advertising clip, it is necessary to influence the human factor, which guides all consumers and often potential customers, in the first place. Advertising should influence the consciousness, motivate people to buy Belarusian textiles. Therefore, the idea, the "trick" of the commercial should be understandable and accessible to all social strata. 2. It is necessary to choose a short slogan accompanying the product for advertising. It is desirable that it has a life-affirming or encouraging meaning. The most striking examples of such slogans in foreign advertising: Nike - "Just do it" ("Just do it"), Toyota - "Manage your dreams". Psychologically, such slogans excite consumers' consciousness, imprinted in their memory and develop a desire to buy products of a particular company. 3. The reaction that should appear in a potential consumer after watching an advertising clip is either emotion, or admiration, or laughter. These "three whales" are largely based on years of experience in the foreign advertising business. As a rule, the emphasis is placed on one thing: on the picture, on humour, on sentimentality. The development of each of these directions is a long and painstaking work. And, most importantly, not to overdo it. It is impossible to put all the possibilities of creative consciousness in a standard length

advert (maximum - 1.5 minutes). It is enough 2-3 spectacular shots to grab the attention of consumers. 4. The use of national colouring in Belarusian advertising abroad will be an absolute plus for popularisation of not only the product, but also the country. The most important thing here is to adapt these features competently and adjust them to the frames of perception of foreign buyers. 5. Nowadays it is time to go beyond past trends. The monotonous adverts in which housewives with perms consult each other on what detergent to use to remove limescale have already become old-fashioned and are losing their popularity abroad, unlike in Belarus. We should not be afraid to look for new forms and methods.

Particularly popular are videos in which the advertised product is presented at the end, and the script has almost nothing to do with it. Such a PR move should be carefully thought out, and all its components should be logically connected. "The main problem of modern Belarusian advertising is its inconsistency with modern requirements. Belarusian PR people are faithful to traditions that are outdated and require modernisation"<sup>65</sup>.

Let us summarise our reflections. Firstly, one of the most developed areas of the Turkish economy is the textile industry. In addition to cotton, the Turkish textile industry widely uses wool, as well as silk and various types of synthetic fibres and threads. Secondly, it would be reasonable for the Belarusian enterprise Blakht to promote its products to the Turkish market, thus strengthening ties between Turkey and Belarus. Thirdly, when preparing a commercial, it is necessary to focus on the human factor and choose a short slogan to accompany the product. The use of national flavour in Belarusian advertising abroad will be a definite plus for the popularisation of not only the product, but also the country.

---

<sup>65</sup> Polukarov, V.L. Television broadcast advertising / V.L. Polukarov. - Moscow: Polipress, 2010. - C. 157.

## CHAPTER 14

Victoria Puzatko

### Formula of advertising promotion of Soft city upholstered furniture to the Czech market

Belarusian-Czech co-operation in the economic sphere is a priority and the most dynamically developing area in the bilateral relations, as evidenced by the positive dynamics of indicators. The volume of exports across the entire nomenclature of goods "to the Czech Republic in 2015 amounted to USD 123 million (95.9% compared to the same level of the previous year), the volume of exports excluding oil, oil products and nitrogen fertilizers - USD 109.5 million (80%)"<sup>66</sup>. The Czech Republic consistently ranks among Belarus' 30 main trading partners in terms of Belarusian exports.

The main industries developing in the Czech Republic are mechanical engineering, iron and steel production, metalworking, chemical products, electronics, transport equipment, textiles, glass, beer, porcelain, ceramics and medical products. The main agricultural products are sugar beet, potatoes, wheat and hops. The basis of the commodity structure of Belarusian exports to the Czech Republic are: oil products, ferrous metal and aluminium products, potash and nitrogen fertilisers, parts and accessories for cars and tractors, napkins and paper towels, soft roofing materials, nonwoven materials, combines and tractors, flax, peat, polyamides, furniture, glass fibre, communication equipment. Therefore, the products of the Soft city upholstered furniture company may be popular in the Czech Republic.

"Czech websites and portals earned 2bn crowns (more than \$100m) from online advertising over the year. Two-fifths of this revenue (789m crowns) came from the largest Czech portal and search engine Seznam.cz. - reports AdMonitoring"<sup>67</sup>. The

---

<sup>66</sup> Czech News // Science of Advertising - adver TOP [Electronic resource]. - 2010. - Access mode: <http://www.advertology.ru/article56899.htm>. - Date of access: 18.01.2016.

<sup>67</sup> The volume of Internet advertising in the Czech Republic has grown to 2 billion CZK // Advertising, Marketing, PR, SEO - Pro Reklamu [Electronic resource]. - 2010. - Mode of access:

Internet in the Czech Republic is the third largest advertising industry in terms of money invested. The first place traditionally belongs to television advertising and the second to print media. The TV and print media advertising segments have become less interesting for customers. As a result of reduction of advertising and marketing budgets by companies, television has become an expensive pleasure for customers, print media for a long period of time are gradually losing their relevance, as the majority of the target audience for which advertising is designed, every year prefers the Internet as the main source of obtaining information of interest. Despite this, the factory of upholstered furniture "Soft city" to advertise its products better on television, as it is it occupies an exceptional position. But television advertising is the most expensive.

In the assortment of the Slonim factory you can find any variants of upholstered furniture. These are linear and corner sofas of different sizes, modular systems, beds, armchairs and poufs. Decorative cushions will be a harmonious addition to this furniture. The widest choice of styles will help to choose the furniture, because in the model range of Slonimskaya factory of upholstered furniture there are both classic and ultra-modern variants. Fittings of sofas of Slonimskaya Upholstered Furniture Factory Ltd. easily withstands the test of time and time after time pleases with simple, convenient and safe unfolding. Special furniture fabric is used in the production of models. Such a material not only decorates the interior, but is also characterised by high durability. The fabric is resistant to deformation and abrasion, easy to clean and retains the original brightness of colours for a long time.

The management of the company makes great efforts to expand the dealer network, and these efforts bear fruit. At the moment Soft city furniture is represented not only in the market of Belarus, but also in the shops of the CIS countries. "The largest international furniture exhibitions annually open their doors to the products of Slonim factory. The company is a regular participant of Minsk forums "Furniture" and

---

<http://www.proreklamu.com/news/news-advertising/8575-2-.html>. - Access date:18.10.2016.

"Minsk Furniture Salon"<sup>68</sup> .

In order to successfully promote Belarusian goods abroad, it is necessary, first of all, to characterise the current position of Belarusian products in foreign markets and possible directions for increasing exports. In order to buy goods well, it is necessary, first of all, to study the specifics of the target country. Firstly, it is necessary to study the specifics of the market of the target country, as each country has its own specifics and needs. Second: it is necessary to pay attention to the demands and preferences of a particular country, group of countries. Third: it is necessary to continue co-operation with those countries with which there have already been business contacts, as the population of this country is already familiar with Belarusian products, so, perhaps, new products will attract interest to the goods. It is also important to pay attention to the language in which the advertisement will be published. It is good if the advertisement will be in the language of the country to which the product will be directed. And it would be good to think about the design of the product. As practice shows, consumers pay the most attention to goods that are attractive in appearance. Belarusian advertisers should think about how to make Belarusian products attract consumers.

Advertising aimed at foreign markets should be brighter and carry the "zest" of our country. The goal of Belarusian advertising is, first of all, to make Belarusian products recognised, because a product that is already known to consumers has a better chance of being preferred than one about which nothing is known. Therefore, Belarusian advertisers should not be afraid of change, create something new, interesting and different. To create a national flavour in advertising it is necessary to use a generalised collective image of a Belarusian. However, it is not as easy as it may seem at first glance.

---

<sup>68</sup> Internet advertising in the Czech Republic is gradually replacing all other types of advertising // 420on.cz [Electronic resource]. - 2014. - Access mode: <http://420on.cz/magazine/technology/43362-internet-reklama-v-chehii-postepenno-vytesnyaet-vse-ostalnye-vidy-reklamy>. - Date of access: 25.09.2016.

How is the average Belarusian presented in other countries? In advertisements aimed at the residents of Belarus, our compatriot is often portrayed as a fair-haired, blue-eyed middle-aged man with a moustache, wearing a straw hat and a linen shirt with embroidered ornaments. But do residents of other countries have such associations? Shaping the image of Belarusians abroad is the task of companies that represent their products in other countries. Apart from the above-mentioned ways of giving the advertisement a national flavour, the Belarusian language can also be used for this purpose. For example, a slogan in a commercial can be voiced not only in the language of the country for which the advert is intended, but also in Belarusian. Another option of using the language is for foreigners to learn Belarusian words. For example, the name of the advertised product can appear in Belarusian in the commercial. To make it easier for the audience to perceive it, it is advisable to use the Latin script.

Of course, the main goal for each individual enterprise is to make profit from its activities, not to form a positive opinion about the country. But at the same time, if foreign buyers get an idea of Belarus as a country that produces quality goods through advertising, it will be easier for new Belarusian enterprises to enter the global market. Use logos, corporate and visual style, image booklets, catalogues, leaflets, magazines. It is appropriate to apply SD modelling when developing packaging. Outdoor advertising, signage and window displays will also help to increase sales. Trade constructions and exhibition stands, unique illustrations drawn by a professional artist, services of a photographer and studio shooting, creation of websites - from business card sites and corporate websites to online shops, portals and promotional platforms, as well as any other services in the field of advertising and design will help to tell the country about Belarusian goods. The idea of the business should be embodied in the name. The name of the product should emphasise its advantages and be unique. The slogan must remain in the memory. Advertising should convince the customer to buy the product or service. Everyday advertising actions should follow a certain goal - in accordance with the developed advertising concept.



To summarise the results, let us draw the following conclusions. First, the commodity structure of Belarusian exports to the Czech Republic is based on oil products, ferrous metal and aluminium products, potash and nitrogen fertilizers, parts and accessories for cars and tractors, napkins and paper towels, soft roofing materials, nonwoven materials, combines and tractors, flax, peat, polyamides, furniture, glass fibre and communication equipment. Secondly, the Internet in the Czech Republic is the third largest advertising industry in terms of money invested. The first place traditionally belongs to television advertising and the second to print media. Thirdly, the fittings of sofas of Slonim Factory of Upholstered Furniture Ltd. easily withstands the test of time and time after time pleases with simple, convenient and safe unfolding. In the production of models uses a special furniture fabric. Fourthly, advertising aimed at foreign markets should be brighter, should carry the "zest" of our country. The goal of Belarusian advertising is, first of all, to make Belarusian products recognised, because a product that is already known to the consumer has a better chance of being preferred than one that is unheard of.

FOR AUTHOR USE ONLY

FOR AUTHOR USE ONLY

FOR AUTHOR USE ONLY

**More  
Books!**



yes  
**I want morebooks!**

Buy your books fast and straightforward online - at one of world's fastest growing online book stores! Environmentally sound due to Print-on-Demand technologies.

Buy your books online at  
**[www.morebooks.shop](http://www.morebooks.shop)**

Kaufen Sie Ihre Bücher schnell und unkompliziert online – auf einer der am schnellsten wachsenden Buchhandelsplattformen weltweit! Dank Print-On-Demand umwelt- und ressourcenschonend produziert.

Bücher schneller online kaufen  
**[www.morebooks.shop](http://www.morebooks.shop)**



[info@omniscryptum.com](mailto:info@omniscryptum.com)  
[www.omniscryptum.com](http://www.omniscryptum.com)

OMNIScriptum



FOR AUTHOR USE ONLY