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## **AGGRESSIVE MARKETING AS A METHOD OF BUSINESS SCALING**

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Aggressive marketing is a strategic approach in which companies engage in active, often intrusive communication with their target audience to achieve rapid growth and market recognition. This study explores the role of aggressive marketing in business scaling, evaluating both its advantages and potential risks. It provides insight into how aggressive marketing techniques can help companies quickly attract customers, increase brand awareness, and outperform competitors. However, it also addresses the challenges and ethical concerns associated with this marketing practice.

In today's market conditions, where competition is intensifying across almost all industries, companies face significant difficulties in standing out and capturing consumers' attention. The strategy of aggressive marketing is gaining more popularity, involving bold and often controversial tactics aimed at rapid information delivery and prompting consumer action. While aggressive marketing can produce quick results, such as increased sales and enhanced brand awareness it also carries risks including customer alienation and potential damage to brand

reputation. This paper aims to explore how aggressive marketing can be used as a tool for business growth, as well as to consider both the pros and cons of this approach.

Aggressive marketing can be defined as a promotion method in which a company uses striking, flashy, and often provocative tactics to draw attention from its target audience. The main goal is to reach as many people as possible in a short period by creating buzz around the brand and its products. This marketing approach typically involves constant advertising, emotional impact on consumers, and sometimes the use of controversial topics or ideas that provoke public discussion.

Several features characterize aggressive marketing strategies. These include constant advertising — continuous brand exposure through various media channels. They also involve emotional appeal — direct targeting of consumer emotions, often using dramatic or polarizing messages. Another important characteristic is provocative content, which means the use of bold sometimes controversial messages to capture attention. Lastly, case studies of aggressive marketing campaigns are also part of these strategies. A good example of an aggressive marketing strategy that includes all the above features is Burger King's "Whopper Detour" campaign.

One of the most striking examples of aggressive marketing is the Burger King "Whopper Detour" campaign, which was based on the proximity of McDonald's restaurants. As part of the campaign, customers were offered to order a Whopper for just \$0.01 if they placed the order through the Burger King app while being near a McDonald's restaurant. This provocative tactic led to a sharp increase in app downloads (1.5 million in the first week) and a 54% rise in app-based sales. However, not all aggressive marketing strategies are successful. A failed example is the Sony PSP campaign "White vs. Black."

Unlike the successful example, Sony's "White vs. Black" campaign for PSP received a negative backlash due to its racially charged imagery. The advertisement showed a white woman "dominating" a black woman, which was perceived as racist and inappropriate. The campaign was quickly pulled and Sony suffered significant reputational damage, losing customer trust and loyalty.

The main advantage of aggressive marketing is its ability to accelerate business growth. By using attention-grabbing tactics, companies can achieve a broad audience reach. Aggressive marketing helps businesses rapidly expand their customer base by targeting large audiences through various media channels. It also allows companies to enhance brand recognition using bold attention-seeking methods, making them more noticeable in their industry. In the process of attracting mass attention, companies can also push out competitors, as aggressive marketing often involves direct opposition to rivals, potentially helping firms to gain a larger market share.

Key tools used in aggressive marketing include targeted advertising on social media platforms. For example, platforms like Facebook, Instagram, and YouTube enable hyper-targeted ads based on user behavior and preferences. This increases the likelihood of reaching the right audience and capturing their attention. Another essential tool is viral content. Creating viral content, often through video platforms like YouTube, can significantly enhance a company's image and broaden its reach. Content that reflects current trends or issues can quickly spread on social media, generating viral hype.

Examples of companies effectively using these tools include Tesla, whose CEO Elon Musk often used Twitter to make provocative statements, drawing attention to his company and its products, which frequently led to wide media coverage and public discussions. Another example is Pepsi, which launched a provocative ad campaign "Pepsi vs. Coca-Cola," highlighting Pepsi's advantages over Coca-Cola — a clear case of using aggressive marketing tactics to directly confront a competitor.

Despite its potential for success, aggressive marketing is not without risks. Through analysis, several key risks can be identified. One of them is customer alienation when some consumers may perceive aggressive marketing as too intrusive or unethical, leading to negative brand perception and loss of customer loyalty. Another risk is reputational damage, which may result from overuse of controversial tactics or excessive provocation, potentially leading to long-term harm to the brand's image. One of the most significant risks is legal consequences — aggressive marketing campaigns that violate ethical standards or contain false advertising may result in lawsuits or scrutiny from regulatory authorities.

In conclusion, aggressive marketing is a way for companies to make quickly a name for themselves in the market and attract customer attention. It helps businesses grow, increase brand recognition, and even outperform competitors. These methods can truly deliver fast results, especially when executed properly and with a sense of style. However, aggressive marketing also has its downsides. People may find overly pushy advertising or controversial content unpleasant. This can damage company's reputation and even lead to legal issues if the campaign crosses certain boundaries.

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## 白俄罗斯与中国在物流领域合作的各个方面

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В последние десятилетия наблюдается значительное углубление экономических связей (经济联系 jīngjì liánxì) между Республикой Беларусь и Китайской Народной Республикой. Одним из ключевых направлений этого сотрудничества является логистика, которая играет важную роль в обеспечении эффективного обмена товарами и услугами между двумя странами.

Белорусско-китайское сотрудничество обусловлено рядом факторов:

Географическое положение (地理位置 dìlǐ wèizhì).

На сегодняшний день Беларусь является ключевым транзитным узлом для грузоперевозок, занимая стратегически важное положение на пересечении торговых путей между Европой и Азией, что особенно актуально в контексте китайской инициативы "Один пояс, один путь".

Транспортные коридоры (交通走廊 jiāotōng zōuláng).

Развитие транспортных коридоров, таких как "Север-Юг" и "Запад-Восток", способствует улучшению логистической инфраструктуры. Эти коридоры обеспечивают мультимодальные перевозки, включая железнодорожные, автомобильные и воздушные маршруты.

3. Китайская инициатива "Один пояс, один путь" (中国的“一带一路”倡议 zhōngguó de “yīdài yīlù” chàngyì).

Китайская инициатива "Один пояс, один путь" (OBOR) направлена на развитие инфраструктуры и торговых связей между Китаем и другими странами. Беларусь активно участвует в этой инициативе, что открывает новые возможности для развития логистики.

Китайские компании инвестируют в развитие транспортной инфраструктуры Беларуси, включая строительство новых дорог, железных дорог и логистических центров. Эти инвестиции способствуют улучшению качества логистических услуг и повышению конкурентоспособности белорусской экономики.