

are easier to sew, so they are easier to wash. The complex styles of women's outfits make it difficult to clean.

In 2016, The Business of Fashion published an article about the pink tax in the luxury segment. The authors of the article found 17 examples on the websites of Saint Laurent, Valentino, Gucci, Dolce & Gabbana, Balmain and Alexander Wang brands when the men's and women's versions of things had different prices. In most of these cases, the female version was more expensive than the male version, sometimes the difference reached up to a thousand dollars. Only representatives of Saint Laurent agreed to comment on the material. According to them, the price difference arises because women's clothing requires more tailoring skills than men's.

**Conclusion.** In conclusion there is a clear tendency to overestimate the prices of products for women. I think this is a discriminatory factor that cuts women's budgets.

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#### CHARACTERISTICS FOR EVALUATING THE EFFECTIVENESS OF THE BRANDED PRODUCT'S DESIGN

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*Резюме – в статье рассмотрены характеристики для оценки эффективности дизайна фирменной продукции, созданной в рекламных целях.*

*Resume – the article considers characteristics for evaluating the effectiveness of the branded product's design, which was created for advertising purposes.*

**Introduction.** In order to stand out in the market and attract the attention of potential consumers, companies use various advertising methods. One of these methods is the branded products' manufacture. It's important to understand that print and company's logo on pens may not be enough to gain market recognition. This article examines the characteristics for evaluating the effectiveness of the branded product's design.

**Main part.** Branded products are one of the most effective ways to attract attention to the brand and increase the company's awareness [1].

Tasks performed by branded products: brand promotion and awareness; customer loyalty; creating a positive image; additional income if the products is not only distributed as gifts, but can also be sold in parallel with the main prod-

ucts [2]. To successfully complete these tasks, it's necessary to have a high-quality design of branded products. In this case, design means not only graphic elements on the product, but also the selection of the product's type. Before creating branded products, it's necessary to analyze analogues, and also define the categories of products with which a company will work.

Categories of branded products are: promotional souvenirs (products for large-scale promotions); business souvenirs (presents to regular customers and suppliers); VIP souvenirs (exclusive gifts for especially important clients). Depending on the category, we choose the materials and type of the product. There are many types: office supplies, crockery, clothes, accessories etc. In general, any object can be considered as a base for branded products [3].

It's vital to understand that if we're focused on VIP souvenirs, then pens or T-shirts ordered in bulk can't be different only in color and logo, this won't work. For the VIP category, it's worth creating something exclusive, if it's a T-shirt, create a specially designed model, if it's a pen, then use a high-quality material. The following characteristics should be used to evaluate the effectiveness of the design:

1. Attractiveness and memorability: evaluate how attractive the design for the target audience is.
2. Brand compliance: make sure that the product design is consistent with brand's image and values, which will help strengthen its position in the market.
3. Ease of use: make sure that your product is user-friendly.
4. Recognition: create the unique design that can make your product stand out on the market among competitors.
5. Impact on sales: analyze the way that the product design affects sales.
6. Customer feedback: consider customer feedback and reactions to the design of branded products to understand its impact on their purchasing behavior.
7. Comparison with competitors: compare the design of your branded product with the products of competitors to highlight your competitive advantages.

We consider unobtrusiveness as a very important parameter. To cover as much attention as possible, it's better to choose items that will be used outdoors, but you shouldn't make a jacket with a huge logo. A person will just feel silly in such clothes, looks like a walking advertisement and eventually won't wear it.

The design of branded products should correspond to the corporate identity, be informative and reflect the main activity of the company. But sometimes even these rules can be violated, an excellent example is the branded products of Tinkoff Bank. Most of the clothes they sell are made in corporate colors, but also they launched a collection of punk-jewelry. These jewelries don't correspond to the corporate identity, don't reflect the company's activities, but they pay attention to trends. The collection was released in parallel with the new wave of popularity of the King and the Fool group, caused by the release of the series in 2023 [3]. Based on this example, we can add one more characteristic – branded products must meet trends, which means they need to be updated at least once a year.

**Conclusion.** To evaluate the effectiveness of the branded product's design, it is important to clearly understand the category of consumers for whom it is created, determine the type of product or produce a unique product based on its own design. Branded products should be memorable, match the brand, be user-friendly, have a positive impact on sales, find a response from customers and be constantly updated in accordance with trends.

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#### ENVIRONMENTAL MARKETING AS A MODERN TREND

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*Резюме – одним из трендов в маркетинге является экологический маркетинг, с его помощью бренды создают репутацию и привлекают новых клиентов. Многие компании создают онлайн кампании экологического продвижения своих продуктов, в том числе и белорусские предприятия.*

*Resume – one of the trends in marketing is environmental marketing, with the help of which brands create a reputation and attract new customers. Many companies including Belarusian businesses create online campaigns for ecological promotion of their products.*

**Introduction.** The environment is an important aspect of our present and future and is the focus of the 5 Sustainable Development Goals, which were named in the UN General Assembly resolution "Agenda 2030" of 25 September 2015. These include: ensuring availability and sustainable use of water and sanitation for all, creating modern consumption and production patterns, taking urgent actions to combat climate change and its impacts, conserving and using water resources for sustainable development, protecting and restoring terrestrial ecosystems and promoting their sustainable use. In order to fulfil these objectives, it is necessary to raise public awareness of the opportunities for environmental improvement [1].

**Main part.** One of the most effective ways to promote the concept of environmental protection is environmental or ecological marketing – the process of