

**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

meeting the consumers' needs by promoting goods and services that cause minimal harm to the environment and are created with the least possible number of natural resources. According to the Global sustainability study of 2022, for 66 % of consumers, a brand's concern for the environment is one of the most important criteria when choosing a product. Modern companies try to demonstrate their interest in preserving and improving the environment, as this increases the level of trust in the business, which in turn increases sales. With much of our lives moving online, environmental marketing is increasingly utilizing information technologies for: creating educational videos and articles, predicting the results of certain actions, popularization of volunteer movements, obtaining digital certificates confirming the eco-status of products.

An example of use of ecological internet marketing is the Patagonia brand of clothing and equipment for mountaineers. The company's website features articles and videos on the importance of sustainable consumption, fundraising for non-profit organizations, a questionnaire that matches you with a volunteer project, and links to important petitions. Since 1986, Patagonia has donated 10 % of its profits to various initiative groups. The company's positioning and marketing increases the trust and respect of customers, thereby increasing profits [2].

Internet marketing trend of using CGI (computer-generated imagery) is gaining popularity worldwide. This technology allows to use three-dimensional computer graphics to create realistic commercials demonstrating a company's product or service without using any materials. The most viral was the campaign of cosmetics brand Maybelline New York, which showed the effect of their product on the example of public transport. Many users of social networks did not notice the use of computer graphics, but even those who detected CGI, noted the creativity and persuasiveness of this advert. A similar project could have been done without the use of information technology, but it would have required a film crew and a huge amount of material. This technology was also successfully used by the Belarusian restaurant chain Gan bei, which placed an advertising video on social networks showing a giant banner on one of the shopping centers. Therefore, marketing using CGI can be called ecological, as it allows to save resources and cause less pollution of the environment.

**Conclusion.** Ecological marketing is rapidly gaining popularity in the modern world, as it corresponds to current trends of care for the environment. A significant role in the creation of such advertising is played by the use of information technology, because it provides more opportunities for creativity and saving natural resources.

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