

**Conclusion.** These categories of design measurement help to identify and measure the contribution of design to the business process. Understanding of this contribution creates space for effective design-management, for building a business strategy, which increases the chance of company's success and its competitiveness.

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#### PRODUCT PLACEMENT: HIDDEN ADVERTISING TECHNOLOGY

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*Resume – It is impossible to imagine the modern world without advertising. It is generally accepted that advertising is the engine of commerce. Due to advertising, consumers can easily learn about the appearance of new products or services or about various discounts and promotions on the existing products. Nowadays, advertising is distributed not only on television, radio or in newspapers, but new, more modern ways are emerging.*

*Резюме – Современный мир невозможно представить без рекламы. Общеизвестно, что реклама – это двигатель торговли. С помощью неё потребители легко могут узнать о появлении новых товаров или услугах либо о разнообразных скидках и акциях на уже существующие товары. В настоящее время реклама распространяется не только привычным для всех образом на телевидении, радио или в газетах, но и появляются новые, более современные способы.*

**Introduction.** Product placement is a necessary advertising technology that can be used by companies which want to acquire new customers and create customer loyalty. Also this technology does not irritate potential consumers with aggressiveness. The product placement market reveals potential growth. However, the underdevelopment of this segment in the domestic market, in some ways inhibits the development of hidden advertising technology in Belarus.

**The main part.** Product placement is a method of placing half-hidden advertising in plots of films, books, magazines, in television programs, in clips of music channels or computer games. Judging by the films and television series that are coming out on screens nowadays, we can say that this marketing technology has grown into a real industry, which is adapting media (cinema, video) specifically for brands. Advertisers have a task to increase brand awareness of a product, and they place advertising in such a way that it cannot be avoided. Product placement in this case is the most effective advertising medium. As a rule, such hidden advertising shows the advertised product itself, its company, or directly mentions its purpose, quality or a method of use [1]. All in all there are 5 types of product placement:

1. Visual type which means demonstration of the advertised product or logo in the scene.
2. Verbal (phrase or dialogue which advertises a product, service or company) or non-verbal (sound, which is associated with the product or company) types.
3. Kinesthetic type which includes scene with the use of the product placement object.
4. Pass-through type. It is the integration method in which the promoted brand becomes one of the “heroes” of the film.
5. Reverse type. It is the type of product placement in which the brand is created especially for this film and after the successful distribution of this picture it appears in real life [2].

This area has a number of unwritten rules that guarantee, in particular, the correct display of the brand in the frame. First of all, advertisement of a product or a company logo, which is considered to be successful, never appears in minor episodes of the film. According to the survey the lower duration of product appearance in the frame is determined by the characteristics of human perception and it is at least 12 frames. And the upper duration of placement is determined by the characteristics of the human psyche (or more simply, by patience). The scenes with constant or frequent presence of the product in the frame take 3-5 minutes. It is very important for the actor always to keep the product in such a way that the logo is either completely open or partially covered by the hand, but it can never be covered by hand completely. And finally, brand is much more memorable, when it is "taking" part in the action of the film, rather than the one that was just showed for some time on the screen [3].

Any technology of hidden advertising has its advantages and disadvantages. Product placement is not an exception. The advantages of product placement in movies and TV shows are as follows:

1. As opposed to traditional advertising, this technology is not so obtrusive and most often just woven into the plot.

2. This technology is targeted at large audience.

3. It has the ability to competently influence the target audience.

4. Product placement allows creating a proper image of the product.

The disadvantages of product placement in movies and TV shows are the following:

1. A large period of time between the idea itself and the broadcast.

2. High price, when it is placed in large-scale motion pictures.

3. It does not guarantee increase in brand awareness, it may even remain unnoticed.

According to the statistics of recent years, at least a quarter of the playing time of any Hollywood film was set aside to advertising of branded products. An unprecedented increase in the number of trademarks, positioned on the screen, may mean that there is an increased interest among brand marketing managers in this medium of advertising.

The most popular brand in many films and TV shows is “Apple Inc.”. Many movie characters use this product in their storylines. The examples include such films and TV series as: “Mission Impossible”, “Legally Blonde”, “American Family”, “Dr. House”, “Twilight” and many others. An interesting fact is that this corporation does not pay for advertising its products in movies or TV shows, only provides their devices for use in movies [4]. Product placement market expanded by 13.7% to \$8.78 billion in 2017 and is surging toward a ninth consecutive year of double-digit growth in 2018, fueled by the increased value of brand integrations in live and on-demand television, digital video and recorded music, according to new research by PQ Media. Television, including live TV and OTT video, is by far the largest media channel for product placement. TV generated more than \$6 billion in revenues last year, accounting for over 70% of total U.S. brand integration revenues and rising at a double-digit rate compared with 2016. It has been projected that 11.44 billion U.S. dollars will be spent on product placement in the United States in 2019, up from 4.75 billion in 2012. During a 2016 survey carried out among the population in the U.S., 77 percent stated they had at least heard of product placement. A different survey found that 52 percent of North Americans trusted product placement ads and 49 percent took action after seeing such an ad. In Russia, according to the experts, the volume of this segment of the advertising industry did not exceed \$10 million [5].

**Conclusion.** In general, we can say that hidden advertising in movies in a certain way affects the human subconscious, but traditional advertising also remains in their attention. And it should also be mentioned that the technology of hidden advertising has an indirect impact on consumer behavior and encourages purchasing of advertised products. In conclusion, it should be noted that the hidden advertising does not replace traditional advertising, but only supplements it, showing the advantages of the product in specific conditions and specific situations. Therefore, it is not expedient to give up advertising on television in favor of product placement - these two technologies should be used together.

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#### NONTRADITIONAL MARKETING RESEARCH: EMPIRICAL MARKETING

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*Resume – This article considers empirical marketing with the most vivid examples of the use of this method in marketing research. Recommendations for the application of effective influence on the consumer, attracting a larger number of customers, product promotion are given. The criteria required for a good experiential marketing company are also considered.*

*Резюме – В работе рассматривается эмпирический маркетинг с наиболее яркими примерами использования этого метода в маркетинговых исследованиях. Даны рекомендации для применения эффектив-*