

**MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
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**BRANDING AS A TECHNOLOGY FOR PROMOTING GOODS TO
CONSUMERS**
(on the example of swisstime.by)

Graduate Thesis
ABSTRACT

Qualification 1-23 01 15 «Social Communications»

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Doctor of Philosophy in Philosophy

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ABSTRACT

The object of study of the diploma is the promotion of goods and services to consumers. The subject of research of the diploma is branding as a technology and practice of promoting goods and services in the consumer market. The purpose of the thesis is to offer ways and means to increase the effectiveness of branding strategies of business organizations operating in consumer markets. The study is based on general scientific research approaches, using methods of comparative analysis and information-semantic analysis, interviews with experts.

In the process of writing a diploma, the following results were obtained: the place of branding in the system of factors affecting consumer behavior was identified, positioning strategies, their influence on brand promotion were classified, the features of contextual advertising as a branding tool were identified, the most effective ways of using contextual advertising to achieve goals and objectives of branding, the influence of contextual advertising on brand promotion is analyzed on the example of the SwissTime brand.

The novelty of the results is due to the limited traditional approach of supply in branding against the backdrop of growing demand in this area, lack of awareness of the use of new tools for building a brand. The results obtained are characterized by wide possibilities of theoretical and practical application. Materials of the thesis can be used to build branding strategies and their implementation in companies operating in consumer markets.

Materials and results of the diploma were obtained on the basis of reliable sources and independently conducted theoretical and practical research.

Keywords: branding, brand, branding tools, corporate identity, positioning, brand positioning, basis for positioning, contextual advertising, search advertising, display advertising, remarketing, retargeting, target group (audience), marketing, marketing technologies.