

6. Embedded marketing as a tool of visual communication.

Alina Sahach, Mykhailo Arych

National University of Food Technologies, Kyiv, Ukraine

Introduction. Marketing is an integral part of managing a business and attracting and retaining new customers. There are many marketing strategies, such as global, basic, growth strategies, dependent on the choice of target market, and dependent on the degree of segmentation.

Materials and methods. During the execution of this work, articles and research from internet sources were used. Analysis, synthesis, and a systemic approach were applied to complete the task.

Results. Embedded marketing, also known as product placement, is a marketing strategy in which a product or brand is embedded into content or an environment in order to increase brand recognition and sales. Embedded marketing is presented in a way that evokes positive feelings towards the promoted brand, which is mentioned or discussed in the program. They are not overt advertisements. Embedded marketing is effective because it allows the audience to develop a stronger connection with the brand in a more natural way, rather than through direct marketing.

Manufacturers and advertisers have become more experienced with embedded marketing, and there are several types that are used depending on the ways of promoting the brand or product. The main types of embedded marketing include the following:

1. Film and television marketing: involve embedding a product or brand in the script of a movie or TV show. This can be done, for example, by using the product as a prop.

2. Sponsorship marketing: can be used to showcase the brand in a favorable environment. For example, a brand can sponsor a sports event or festival, where its product will be shown on advertising posters, broadcast on television, or mentioned by hosts.

3. Video game marketing: embedded marketing can also be used in video games, where the product or brand can visually be present in the game. For example, the main character's car in a game can display the advertised car brand.

4. Social media marketing: embedded marketing can be used in social media, where the brand can collaborate with influencers or bloggers to promote their product.

5. YouTube video content marketing: embedded marketing can be used in YouTube content, where the product can be embedded in the video or sponsor channels.

Conclusions. Embedded marketing can be an effective way to increase product awareness and attract new customers. However, it can also be an expensive and complex process that requires a lot of resources to implement. Therefore, before using embedded marketing, it is important to conduct a detailed analysis and develop an effective advertising strategy.

References

1. Chen, C. H., Yang, Y. C., Shih, P. L., Lee, F. Y., & Lo, C. C. (2011). A cloud-based recommender system – A case study of delicacy recommendation. *Procedia Engineering*, 15(1), 3174–3178.

2. Smit, E., van Reijmersdal, E., & Neijens, P. (2009). Today's practice of brand placement and the industry behind it. *International Journal of Advertising*, 28(5), 761–782.

3. Investopedia (2022). Product Placement [Электронный ресурс] – Режим доступа: <https://www.investopedia.com/terms/p/product-placement.asp>