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NATIVE ADVERTISING AS A COMING TYPE OF INTERNET MARKETING

Nowadays online marketing is one of the most efficient methods of spreading information about goods, services or a business itself, that is addressed to a chosen group of people and has an aim to convince them. Unlike newspapers, radio and television, the audience on the Internet make requests of something it's interested in; today we can talk about the beginning of «*information upon request*» era: potential customers don't want to use censored sources of information which have some kind of a curator.

Purpose and objectives. This paper aims to find the determination of native advertising and its attributes.

The importance of this theme is explained with the following statement: with the growth of social networks' popularity, the problem of a classical banner advertisements has become obvious – in endless sources of information people ignore a thing they are not interested in directly, looking for what they want on their own.

Searching for a solution to this problem, Internet marketing community has invented so-called *natural (native) advertising*. In its core is an advertisement' desire of being perceived as a part of viewed web source, so it adapts to the context of Internet site (platform, blog, social network, etc.) and cannot be identified by users as an advertisement, therefore does not cause their rejection. In other words, native ads «thread» into the information stream and correspond to its format and content. That is in contrast to traditional advertisements, which are perceiving with difficulties due to so-called «banner blindness».

Generally, the main difference from the *content marketing* is that native advertisements do not try to be similar to content, but really are parts of it. The task of a marketer is not to distract a user from his request shifting his attention to the «must see» advertiser's channel, but to *answer* the user's request – what you search is what you get.

In 2018 these are the following formats of native advertisements:

- *paid content* (article, post, video or audio file, poll, infographics), which is displayed in the newsfeed of the social network/platform or on the thematic web resource (news and articles site, blog, etc.);
- *advertising in search engines*;
- «*recommendations*» *block* (with the «sponsored» or «via our partners» indicators instead of «advertisement»);
- *classic Internet advertising with elements of native* (more precise targeting on the audience);

Sharethrough Company and *IPG Media Lab* experts conducted the research [5] in order to compare two advertising formats: a native ad (an advertisement integrated directly into author's content) and a 300x250 pixel banner that was placed in the upper right corner of the web page. They have used web analytics systems covered 4,770 participants. In the course of the research they have proved that consumers view native ad 52% more often than a traditional banner. The results of other researches have shown increasing chances of a purchase compared to banner advertisements, and also an improvement in identification of brand's messages.

Speaking about *advantages of native* advertisements, we can highlight the following:

- advertisement is where a user sees it;
- increased viral component of content;
- improved level of the information «acceptance» that is provided by the brand and therefore positive effect on brands to customer relationship. No aggressive advertisements formats also increase consumer loyalty.

On the other hand, *the problems of native advertising* are the following:

- high cost of creating and adjusting native advertisements;
- difficulties with budgeting, pricing, metrics, ads standards, all-over-the-internet scaling and content relevance (both for advertisers and for Internet platforms).

You also need to create truly valuable content to make native advertisements work, it is kind of tricky. For instance, the method of replacing traditional banners with «native» articles describing brand's history is criticized as trivial, ineffective and such that damages the basics of native ads.

Summing it up, despite the complexity of creating native advertisements, its efficiency on the Internet has been proved. Also, we can assume that the growing complexity of using classical methods of attracting attention on the Internet is obvious. All in all, presence of the classic advertisements' issues explains the decision of large foreign companies to increase native advertising budgets.

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HOW CLOTHES AFFECT OUR FEELINGS

Decades of investigations in the behavioral sciences achieves that we have far less control over our behavior than we think. We commonly suppose that our behavior is much more conscious or self-directed than it really is. Truth be known, it's not. Nevertheless, we are far more exposed to small changes in our physical environment than we realize or understand. This fact fits in nicely with the idea that the most effective method to control your life and behavior is to take control of the things that control you. Thus, the easiest thing you can control is your environment and on closer examination your nearest environment is your clothing - like a second skin. Something we can control is the clothing we buy and choose to wear each day, as well as our grooming habits.