

## ONLINE ADVERTISING DURING THE COVID-19 PANDEMIC Zakharko M.P. (Republic of Poland)

*Zakharko Maxim Petrovich - Head of Department,  
ONLINE ADVERTISING DEPARTMENT,  
ABI MEDIA HOLDINGS, WARSAW, REPUBLIC OF POLAND*

**Abstract:** *the article analyzes new approaches in the field of advertising of goods and services during the pandemic, which was caused by coronavirus pandemic. This topic is relevant because it substantiates the need to study a new format of advertising. The pandemic has forced many companies to change their approaches to advertising their goods and services. Online space provided the opportunity for imagination and the creation of new advertising formats. The situation in the markets for goods and services led to a change in the priorities of brands, and people's attention to their health increased. This is why many organizations began to use their resources to create health promotion*

**Keywords:** *pandemic, online advertising, social media, COVID-19, digitalization.*

## ОНЛАЙН-РЕКЛАМА ВО ВРЕМЯ ПАНДЕМИИ COVID-19 Захарко М.П. (Республика Польша)

*Захарко Максим Петрович - руководитель отдела,  
отдел онлайн-рекламы,  
Аби Медиа Холдингс, г. Варшава, Республика Польша*

**Аннотация:** *в статье анализируются новые подходы в сфере рекламы товаров и услуг во время пандемии коронавируса. Тема актуальна, поскольку обосновывает необходимость изучения нового формата рекламы. Пандемия вынудила многие компании изменить подходы к рекламе своих товаров и услуг. Интернет-пространство предоставило возможность для фантазии и создания новых рекламных форматов. Ситуация на рынках товаров и услуг привела к смене приоритетов брендов, повысилось внимание людей к своему здоровью. Вот почему многие организации начали использовать свои ресурсы для пропаганды здорового образа жизни.*

**Ключевые слова:** *пандемия, интернет-реклама, социальные сети, COVID-19, цифровизация.*

In 2020, the entire world faced a serious problem, the rapid spread of the COVID-19 coronavirus infection. Many countries of the world decided to strengthen controls at borders, to implement information control, most of the movements were severely restricted. This situation had a significant impact on the economies of all countries. Many businessmen began to look for any opportunities to increase their profits, and since the offline mode ceased to bring it, the attention shifted to the online space [1, 357].

One of the challenges in the marketplace was to cut back on advertising spending and the main challenge was to find information on the impact of advertising on consumers during the COVID-19 pandemic. And many advertising contracts were cancelled altogether.

The main direction in the new online advertising was the increasing role of social networks. Its demand has increased significantly. Many organizations began to increase spending on online advertising. For example, Facebook published information that in April 2020, the audience of the social network for the first time exceeded 2 billion people. This increase is related to the fact that many people began to use computers and smartphones more while on self-isolation [5, 364].

For the same reason, there has been a shift in demand from travel goods, cars, housing, gifts, and flowers to goods that are needed to improve health and to work from home.

This trend has also been noticed by many brands that have begun to entertain using online advertising. And in doing so, a phenomenon such as "infodemics" has also emerged. Many companies began to intentionally spread news about the coronavirus in order to use it to increase demand for their products. But as early as 2021, this intrusive use of the pandemic topic began to alienate people, as many were tired of the coronavirus topic [6, 59].

Gamification has become another format of online advertising. The rise in popularity of games occurred because of the demand for an alternative to real life, with limited mobility. At the same time, in order to stimulate sales of virtual masks and AR games, many companies began to use chatbots, which began to send advertising messages [3, 210].

As for the existing companies that did not start to create radically new formats, they chose to adapt to the new conditions. For example, many fashion houses began to produce medical masks. And catering outlets began to use free food delivery for medical personnel in order to create an attractive reputation for the target audience.

It is important to note that those companies that were most remembered by consumers conducted a competent and timely advertising campaign.

Company Yandex was able to earn the most profits. This company began to develop more convenient services such as Yandex.Lavka, Yandex.Food, etc. Food also began to be delivered by cab, bicycle, and on foot. In addition, this company regularly informed its clients about new services. One of them is "Help Nearby" [2, 143].

Another successful service was Sbermarket, which began to deliver goods in 56 regions of Russia. In addition, this company began to provide an opportunity to visit an online cinema without leaving home [4, 163].

And a company such as McDonald's began to run a 20-second commercial in which people began to be shown how to carefully wash their hands. Such simple and inexpensive advertising allowed the company to significantly improve its reputation among competitors. Such a move greatly increased the recognition of the company.

Many companies began to post on their websites the measures taken to protect their employees from the coronavirus. Such measures were taken by a company such as Lamoda. In addition, online broadcasts involving famous bloggers, show business stars were used [5, 365].

During the pandemic, companies that began to use audio files in their advertising also began to develop. For example, Great began to create a work environment at home. By creating audio accompaniment [1, 357].

As people began to visit entertainment venues less, many organizations began to offer people to travel online.

It is clear that with the current world situation, every business should use the online space, especially when planning an advertising format. As people have begun to spend more time on the computer and smartphone placing advertisements that will catch their eye will allow to increase the recognition of the company in the face of self-isolation.

Thus, we can conclude that most companies began to use online advertising, as offline advertising in 2020-2021 is in dire straits, due to which many have suffered losses. Of course, the pandemic has caused the rapid development of digitalization and the need to adapt to new technologies. How durable these formats of advertising can be told when the situation in the world returns to the old. But one way or another, these formats have shown the effectiveness of distributing advertising through social media.

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