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## **Technologies for promoting cosmetic brands in a pandemic**

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Annotation: The article discusses the main points in using approaches to identifying advertising impact and promoting cosmetic brands in a pandemic.

Key words: marketing, PR, promoting, branding, pandemic.

Of course the pandemic impact on the work of world corporations. People don't make sense to shop if they are in the house all the time. Therefore, it is very important to pay attention to the general mood of buyers and offer relevant offers in time. Brands must rely on external factors (coronavirus and mass crisis), trends.

Important in identifying advertising risk is the client himself, and not the desire to make money on it. The buyer should see «himself» in the promo, his pains. This is where the trust factor comes into play - «if a brand represents that I feel bad and offers the right product / service, then you should definitely pay attention to it». This method was actively used by companies producing fashionable clothes, in particular home clothes. They left the catwalk trends and offered to be fashionable and beautiful within the framework of the house and the Zoom program. Why is this needed? The main things is comfortable pajama sets, comfortable with constant wear. Companies suggest that for the home you need to choose beautiful wardrobe items. But how to sell cosmetics?

Make-up brands that are launching their own oud lines as demand for make-up drops. Manufacturers are beginning to offer branded masks, antiseptics, hand care creams after frequent treatment with alcohol-containing products. But despite the difficulties, companies are trying to convince potential buyers that in quarantine conditions you need to stay beautiful and well-groomed. An example is a Maybelline mascara ad with top model Gigi Hadid. The girl kindly encourages customers to buy this mascara, which gives the effect of salon eyelashes, in order to «sit at home beautifully». Some release Instagram masks that allow you to try on makeup, choose the right shade of lipstick. In the addition of a skin care company, due to the emergence of demand for «salon treatments at home». New products and their use are discussed live, often with invited representatives of the company or beauty experts (for example, the Caudalie account). The newsletter contains not only information about upcoming discounts and new arrivals, but also invitations to an online show, personal consultations with brand curators (these methods are more applicable to luxury brands).

So, we can say that one of the public applications for distributing solutions becomes personalization. People seek support from their favorite brands. Actual live broadcasts, thematic videos, polls, games, AR-technologies, user-generated content (user-generated content). It turned out that the growth of corporations was in the market. Transformation and adaptation to new conditions become an even more important decisive factor in business [1].

Buyers expect advertising campaigns to show how companies help people in their new daily lives, how they inform about their participation in overcoming the current crisis situation and how they communicate with the audience and try to calm them down [2].

During the quarantine period, there was an interest in awareness. This applies to lifestyle as well as the choice of goods in the store. Brands have quickly grasped this trend, actively

supporting the development of eco-habits. There is an opportunity to hand over empty jars for processing and further receiving a discount). Companies that do not test cosmetics on animals, vegan formulas (without components of animal origin) are in fashion. Awareness in everything. And even if you still buy a lot, firms bribe with new promo photos. Models of different types are relevant, with a carefree and happy face. Now it is important to reflect not the product itself, but the emotions that the buyer should receive.

So, we fix the fact that the methods of selling and promoting goods, with the advent of restrictive measures, change ways. The person himself becomes necessary, not the products. The establishment of a trusting relationship with the client is envisaged, and not a rigid imposition of products.

### **Источники и литература**

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