

The structure of the slogan and how the slogan influences the customers' consciousness

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Introduction

The secret code of seduction. Aromas have always been the best accessory, the final note of any image. In this research, inspired by the aromas of Hermes and Dior, we have tried to analyze the grammatical structures of perfume slogans for men and women and determine how competent marketers influence the customers' minds.

Aim of the study

The aim of this study is to analyze the slogans of different aromas, determine their grammatical and stylistic features and their influence our minds.

Materials and methods

In our study, interviewing a large number of students, we have come to the conclusion that the right marketing process directly affects the product choice.

Results

Students of BSMU have been asked and we have analysed how the slogan influences their minds.

Conclusion

After analyzing the stylistic structures of different slogans, we have found out that in the use of different grammatical structures marketers are guided not only by belonging to the particular sex, but also by the composition of the aromas themselves.