

Augmented reality effectively engages and presents an unforgettable experience. It also helps to unite companies that work in the field of the Internet, as well as other companies that are used to working with old ways of communication.

Offering interactive brand experience or gamification is also used in all types of communications.

Companies that concentrate only on one of the popular social platforms are gaining more and more popularity.

The use of news and promotion bots in journalism is also widespread throughout the world, some gathering news on a given topic, while others help the editorial board to streamline and simplify daily work.

Blockchain is one of the new directions, which makes it possible to use fact-checking online, where users of blockchain media themselves produce fact-checking, and they are responsible for the accuracy of a file.

Despite the new trends and innovations, experts continue to use the older and more familiar habitual methods of broadcasting news, although they know that social media and online marketing reach an audience many times larger than usual offline channels.

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## CONSUMER RIGHTS PROTECTION FROM ILL AFFECTED ADVERTISEMENT OF CHILDHOOD NUTRITION

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Rapid advertising flows aimed at consumers in Ukraine, massively violate their rights not only at the stage of selling poor quality goods or providing services. Often, this happens even before a person came for a supermarket or ordered it in an online store.

In the area of consumer rights protection against ill affected advertising of childhood nutrition exist special system of protection, defined by the laws of Ukraine «On Childhood Nutrition», «On Protection of Consumer Rights», «On Advertising», «On Protection against Unfair Competition», «On Basic Principles and the requirements for the safety and quality of food products», etc. [2–5].

What we eat gradually begins to bother people and depressedly affect even those who treat their health without fanaticism. Research Center for Independent Consumer Expertise «Test» together with All-Ukrainian public organization «Quality of Life» has tested the main groups of products intended for baby food. As it became known, in some of them vitamins are much less than written on the package, and what is more, some generally harmful to health not only children but also adults. So, genetically-modified soy was found in one of the milk mixtures for babies, and in the apple juice the vitamins and trace elements found on the label do not match those obtained from the study.

In all of the tested juices (Sandorik, Vinny, Vitamin Alphabet, ODKZDP, HIPP) the vitamin C content was lower than stated on the package. The content of potassium in all samples is much higher – in 3–5 times – norms for juices. And the sodium content in general shocked the experts. They were especially surprised by the very high amount of sodium in HIPP products, as for natural juice: at the claimed 1mg / 100g, as many as 94 milligrams were actually detected. But the head of the product-service of the company «NIRP» is trying to convince that in apples and natural juices it contains approximately 26 mg / 100 g, that the sodium in the apple – it's a natural component, he will not do anything bad for the child. I also have a question to Odessa Cannery Factory for baby food. The products that were tested in the organization indicated that it was «apple juice», although the label clearly indicated that juice was only 50%, not 95%, as required by Ukrainian legislation. On a pack of apple drink in the photo already noted that inside – nectar [1, 7].

In order to protect the Ukrainian consumer from fake products, rebranding was conducted – «juice in a white package» and the issue of the joint venture «Vitmark-Ukraine» under the name «Our juice» was started. The new package shows the hands holding the fruit. They are a symbol of the work of the employees of the plant and care about the careful transfer of valuable properties of domestic fruits and vegetables to consumers.

In addition to the already mentioned beverages and baby mixes, the Expertise Center «Test» also checked milk. But most experts were surprised by yoghurts. Some, who call themselves strawberry, do not contain fruit filling at all. Apparently forgot to put lactic acid in a product or enrich yogurt with excessive amounts of iron [7].

Thus, a whole range of products is stylized for baby food, but it does not. That is, the specific requirements of the product are not met. Many parents buy this food without even knowing that it is intended for children from three years old. As it is with raspberry drinking yogurt. Even on the official site you can find an indication that it is not a product of baby food, and when using it for children under 3 years of age you need a special consultation with a doctor, but many mothers do not know.

In the context of the submission of false information in advertising, you can give an example of sausages on which drawn child with a nipple, and all sorts of sweets that are intended for children. According to the law «On Baby Food», they can not be called baby food. Moreover, it is not written on them that it is not a product of infant food [2].

From a legal point of view, it is in vain to argue with manufacturers and Ukrainian legislation does not oblige labeling a product that is recommended to be used after 3 years. Therefore, in oil, cheeses, sausages, you will not find the remark «recommended for children from 3 years.» Another thing – food for young children, then the appropriate labeling is obligatory. This category of products is subject to more thorough state control than all others. Food for children under 3 years of age should be sold in specially designated places, for the manufacture of it raw materials are used, which are produced in special raw material zones, and so on.

One of the violations of the law on protection against unfair competition in accordance with the Law «is the dissemination of information that misleads the consumer» [3, art. 15]. However, this did not give an impetus to the issue of protecting consumers' rights to a high-quality European level.

According to the information provided in the annual report of the Antimonopoly Committee of Ukraine for 2017, this type of violation is the most widespread form of unfair actions that were carried out in order to achieve unlawful competitive advantages and amounted to 90% of the total number of violations of unfair competition between business entities [6].

Thus, the production of high-quality and safe baby food products is a guarantee of the health of the present and future generations of the Ukrainian nation. Distribution of fair advertising information among consumers of baby food products will promote the production of competitive products by domestic enterprises. A misleading advertising of infant food should be regarded as a crime.

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### STORYTELLING AS AN ADVERTISING TOOL AMONG CONDITIONS OF INFORMATION EXCESS

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In conditions of information amount significant growth, consumers receive different advertising messages from businesses every day, it is important to provide it in a form that interests and attracts their attention. Storytelling is a modern way of presenting information in the form of interesting stories. Storytelling has been actively used not only in the field of literature and entertainment but also in education, art, politics, marketing, advertising and service. The main areas of storytelling use in advertising companies are: the history of the enterprise, the brand-legend, employee history, the history of the product, the charity story, the history of the client.