

## Key trends in the development of advertising creativity in Ukraine in the context of full-scale armed aggression

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**Annotation.** Advertising is becoming an increasingly important tool in the modern world, especially in an era of widespread changes and technological progress. In Ukraine, this trend is no exception, and advertising creativity quickly adapts to new realities.

Over the past decade, there has been a growing role of media advertising in the system of cultural values and an awareness of its particular significance in the globalized information world. The conditions of war in Ukraine impact advertising creativity, necessitating adaptation to complex socio-political conditions.

Advertising agencies face challenges in creating effective campaigns, taking into account the audience's sensitivity to war-related themes. Now, more than ever, the development of creative ideas requires caution and ethics, as they can influence the emotional state of society. Today, patriotic advertising becomes a crucial instrument for strengthening national unity and supporting the army. Therefore, advertising campaigns often focus on highlighting the heroism and resilience of Ukrainians during times of conflict.

The application of innovative technologies in advertising can contribute to more effective communication with the audience in times of war. Advertising agencies are constantly exploring new ways to use digital media to spread positive messages and shape public opinion. Consequently, competition among advertisers is continually increasing as they strive to capture the audience's attention in the challenging conditions of war.

During a state of war in Ukraine, the key element of a successful advertising strategy is an emotional connection with the viewer. Preserving the positive image of brands and their values during times of military conflict is also crucial. Humanitarian principles and social responsibility become central themes in advertising campaigns. Geolocation marketing is used to facilitate precise and timely communication in wartime conditions.

An important aspect of advertising creativity today is the ability to express support and solidarity with the affected population. Creative industries play a crucial role as catalysts for socio-cultural changes, contributing to positive shifts in society.

In the end, adeptly utilizing the entire range of tools in both classical and digital marketing, advertising creativity in times of war can become not only a sales instrument but also a means of shaping national identity and fostering belief in the future.

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### **Ключові тенденції розвитку рекламної креативності в Україні в умовах повномасштабної збройної агресії**

**Анотація.** Реклама стає все більш важливим інструментом у сучасному світі, особливо в епоху повномасштабних змін і технологічного прогресу. В Україні ця тенденція не є винятком, і рекламний креатив швидко адаптується до нових реалій.

Протягом останніх десятиліть спостерігається зростання ролі медіа-реклами в системі культурних цінностей та усвідомлення її особливого значення у глобалізованому інформаційному світі. Умови війни в Україні впливають на рекламний креатив, викликаючи необхідність адаптації до складних соціально-політичних умов.

Рекламні агентства зіштовхнулись з викликами створення ефективних кампаній, ураховуючи чутливість аудиторії до тем війни. Адже саме зараз, як ніколи раніше, – розробка креативних ідей вимагає обережності та етичності, оскільки вони можуть впливати на емоційний стан суспільства. Сьогодні патріотична реклама стає важливим інструментом для зміцнення національного єднання та підтримки армії. Тому, рекламні кампанії часто спрямовані на висвітлення героїзму та витримки українців під час воєнних дій.

Застосування інноваційних технологій у рекламі може сприяти більш ефективній комунікації з аудиторією в умовах воєнного конфлікту. Рекламні агентства щоденно шукають нові засоби використання цифрових медіа для поширення позитивних повідомлень та підтримки громадської думки. Зважаючи на це, конкуренція серед рекламодавців постійно зростає, оскільки всі прагнуть залучити увагу аудиторії у складних умовах війни.

Під час воєнного стану в Україні ключовим елементом успішної рекламної стратегії виключно є вектор на емоційний зв'язок з глядачем.

Необхідною умовою також виступає збереження позитивного іміджу брендів та їхніх цінностей під час викликів військового стану. Гуманітарні принципи та соціальна відповідальність стають центральними темами у рекламних кампаніях. Геолокаційний маркетинг використовується для здійснення точної та актуальної комунікації в умовах війни.

Важливим аспектом рекламного креативу в умовах сьогодення є здатність висловлювати підтримку та солідарність з постраждалими. Креативні індустрії виступають першочергово, як каталізатор для соціокультурних змін, щоб сприяти позитивним зрушенням у суспільстві.

Зрештою, якщо вмiло використовувати в тандемі весь спектр інструментів класичного та цифрового маркетингу, – рекламний креатив в умовах війни може стати не лише інструментом продажів, але й засобом формування національної ідентичності та віри в майбутнє.

**Ключові слова:** реклама, медіа-простір, інструменти маркетингу, воєнний стан, рекламна креативність, українські бренди, конкуренція, інформація, відеоконтент, хаби креативної індустрії, інжиніринг, креативний бізнес, патріотична реклама, комунікація аудиторії, digital, геолокаційний маркетинг, соціальні мережі, цільова аудиторія, аналогові медіа.

## Introduction

Over the past decades, there has been an increase in the role of media advertising in the system of cultural values and a recognition of its particular significance in the globalized information world.

Research into the essence and significance of advertising creativity in the activities of enterprises and brand promotion has been undertaken by a significant number of foreign and domestic authors. In particular, it is worth noting the scientific contributions of researchers such as F. Kotler, F. Jefkins, L. Percy, J. Burnett, M. Mornati, W. Wells, J. R. Rossiter, T. Oakland, O. Kratt, Ye. Krykavskiy, S. Ilyashenko, S. Kovalchuk, O. Mnykh, who have essentially become bestsellers in this field and undoubtedly deserve further study and emulation. Thanks to the efforts of these and other scholars, the fundamental types of advertising tools have been investigated, including the effectiveness of their use, advantages, and disadvantages.

In the process of studying and analyzing scientific works and practical developments dedicated to the researched topic, the necessity of adapting methodological approaches to the current realities of life in Ukraine has been established, along with the expediency of applying innovative advertising tools during the implementation of enterprise advertising activities. This led to the selection of the research topic, its purpose, and objectives.

*The purpose of the article.* The purpose of this article is to familiarize with the current aspects of the theory and practice of advertising creativity, based on the study of domestic and international experience that successfully combines pragmatism and creativity, originality and art, innovation, and progressiveness. It also involves examining the typology of the creative industry and forecasting its future trends in the context of the current realities of our country.

## Results

Ukraine, evolving in the era of full-scale aggression, is setting new trends in advertising creativity. The use of digital technologies, personalization, inclusivity, and collaboration with local talents are just a few aspects shaping the future of the advertising market in the country. The ability to adapt to these trends will be a key factor for the success of advertising agencies and brands.

Advertising has always been dependent on the global context, particularly the economic and political situation. Therefore, after February 24, 2022, almost the entire advertising industry in the country came to a halt [7].

According to the All-Ukrainian Advertising Coalition, in 2022, the advertising market plummeted by 63%. Over 70% of advertising agencies were forced to suspend operations. Television and internet advertising volumes dropped by almost 50%. Large productions began absorbing smaller ones, taking on projects from major brands [6].

Creative businesses during wartime experienced losses and changes but did not break. Participants faced sales reductions, a shift to remote formats, and even job losses.

Like many other industries, advertising sensitively responded to the imposition of martial law in the country and the beginning of full-scale armed aggression against Ukraine. The commercial component in client portfolios began to rapidly shrink. Advertising, like litmus paper, very sensibly reacts to any changes in the country's economy. Despite this, external advertising experts in Ukraine initiated extensive support for patriotic forces.

The recovery of the domestic advertising business began with a wave of support for occupied cities, calls to close the sky over Ukraine, and gratitude to the brave soldiers of the Armed Forces. Such narratives brought tears of pride for our country, filling viewers with patriotism and faith in our victory. The volumes of patriotic advertising were so significant that they resonated on social media and in the media far beyond Ukraine's borders [7].

Foreign creative agencies and advertising operators create and place social narratives in their countries to support Ukraine, share their projects, and engage new participants, including fundraising to support Ukrainian refugees abroad.

Today, the advertising market is actively recovering: companies allocate budgets for promotion, new trends emerge, and advertising agencies get a second wind.

Let's first understand what the concept of «creative» actually means. Creative is a definition that characterizes the product of human activity created in a way that differs from others, with a novel approach and a creative solution. It is typically created to attract attention, mainly through shock, parody, ease of perception, brightness, and stands out among others due to a high memorability of the image [1].

In turn, creativity is a creative, innovative activity, a modern term that outlines the creative abilities of an individual characterized by the ability to generate fundamentally new ideas, constituting an independent factor within the structure of talent.

In advertising, «creatives» refer to advertisements that users see in applications, on websites, or other platforms. Creatives can be graphic, video, audio, and more.

The task of advertising creative is to capture the user's attention and encourage them to explore the advertisement, click on a link, and perform a specific action. To achieve this, creative must not only stand out among thousands of others but also be selected considering the product and the audience's interests.

In general, creativity in advertising is the promotion of a product or service using original creative techniques and ideas that stand out for their non-standard and novelty. It is an unconventional approach to solving a specific marketing problem through advertising.

Good creativity doesn't just appear out of thin air for the sake of creativity. It is based on a deep analysis of the target audience and the search for hidden motives – consumer insights. Regardless of the product, service, or business, in the growing daily competition, success in its promotion requires the application of creativity.

Creativity in advertising also helps reduce the cost of media expenses, as advertising with a great idea is better remembered with fewer repetitions. Therefore, the development of creativity and a significant communication idea is the main tool that helps stand out in the ocean of competitors' advertising.

Key features of a creative idea in advertising include [2]:

- The ability of the advertisement to be quickly remembered and perceived by the audience.
- Originality of the idea.
- Relevance specifically for advertising a particular product or service.
- Non-standard implementation.
- The ability to «stick in the mind»
- Lack of templates.

Bright advertising creativity is a direct path to the hearts of consumers. It catches the eye, prompts reflection, brings a smile, and sometimes evokes genuine shock. Quality creativity does not leave indifferent and is unexpectedly remembered.

Indeed, brilliant creativity goes beyond media channels and reaches the people. Then, people become free media carriers and spread the idea without any charge.

Let's return to the situation in Ukraine. Examining various sources and analyzing the state of the advertising business over the past two years, we can draw the following conclusions.

The creative industry in Ukraine initially suffered a severe blow from the pandemic and then faced the full-scale war. Persistent and relatively prolonged obstacles pose a threat to any line of activity [3].

According to statistical data, approximately:

- 20% of specialists emigrated to other countries;

- 37% remained unemployed or temporarily do not receive a salary;
- 39% of professionals observe a significant decrease in the number of orders.

Meanwhile, the cultural front is developing and, partly due to sanctions on the Russian Federation, is gaining new high positions on the international stage.

Significant stakes are placed on the creative economy, as it leads to economic development and creates an attractive investment climate. The global creative economy contributes to 6.1% of the GDP. Moreover, the number of jobs in this sector increases every year.

The GDP from the creative business in Ukraine is approximately 7%, but experts believe that the potential exceeds 10% (for example, the GDP of the United States is 11%) [5].

Top positions in the production of value-added in Ukraine's economy include:

- IT sector;
- architecture, engineering;
- cinematography;
- information services;
- advertising.

In 2021, 200 million hryvnias were allocated for the creation of creative industry centers. Despite difficulties, in the first quarter of 2022, tax revenues from the creative industry increased by 16% compared to the previous year. At the same time, 84% of the funds came from the IT sector, and 7.2% came from advertising (table 1).

Table 1

**Media advertising market of Ukraine 2022**

	Results for 2021, million UAH	Results for 2022, million UAH	Percentage change from 2021 to 2022, %
<b>TV advertising, total</b>	<b>13 642</b>	<b>2 604</b>	<b>- 81%</b>
Direct advertising	11 854	2 370	-80%
Sponsorship	1 788	234	-87%
<b>Print advertising, total</b>	<b>1 599</b>	<b>342</b>	<b>-79%</b>
National press	960	221	-77%
including sponsorship	243	56	-77%
Regional press	268	51	-81%
Specialized press	371	70	-81%
<b>Out-of-Home (OOH) media, total</b>	<b>4 098</b>	<b>1 756</b>	<b>-57%</b>
Outdoor advertising	3 092	1363	-56%
Transport advertising	397	90	-77%
Digital Out-of-Home (DOOH)	518	273	-47%
Indoor advertising	90	30	-67%
<b>Radio advertising, total</b>	<b>855</b>	<b>333</b>	<b>-61%</b>

National	605	240	-60%
Regional	80	33	-59%
Sponsorship	170	60	-65%
<b>Cinema advertising</b>	<b>26</b>	<b>2</b>	<b>-92%</b>
<b>Digital (Internet) Media advertising</b>	<b>12 833</b>	<b>7 190</b>	<b>-42%</b>
<b>Total advertising media market</b>	<b>33 053</b>	<b>12 227</b>	<b>-63%</b>

*Source: Indicators calculated based on data from All-Ukrainian Advertising Coalition*

The beginning of 2022 was promising for TV advertising and even exceeded growth forecasts. However, the war started. The gradual, not symbolic, recovery of the market began in August, and by autumn, volumes reached almost one-third of the pre-war level. The «pharma» category recovered the fastest and currently dominates the airwaves.

Overall, direct TV advertising in 2022 decreased by almost 80%, amounting to 2,370 million hryvnias. Sponsorship lost 87% and does not exceed 234 million hryvnias.

According to estimates by the Ukrainian Association of Media Business, with the onset of full-scale military operations on the territory of Ukraine, the advertising market in the press dropped to zero. Starting from May, advertisers cautiously began to return, and by the summer, placement volumes reached 25-30% of pre-war levels in 2021 [8].

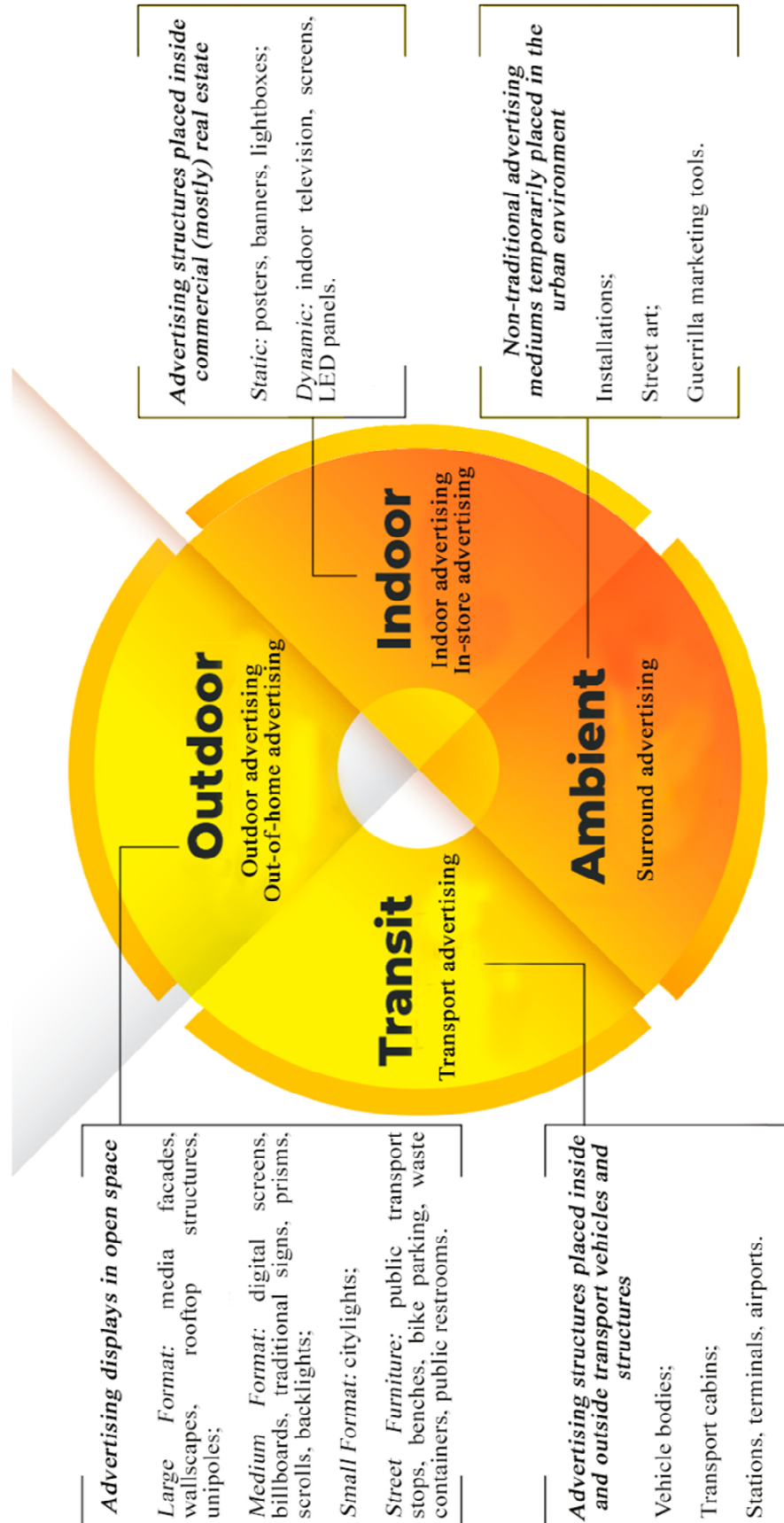
In outdoor advertising, a significant drop in demand due to the start of the war was partially compensated after the stabilization of situations in areas away from the combat zone. Business activation in the western and central parts of the country allowed the recovery of demand for OOH, especially digital formats.

All advertising objects that a person sees when leaving the house (outdoor and indoor advertising) received the unified name Out of Home (OOH). Classical and digital OOH advertising differs in relatively fast growth rates and is widely used in geolocation marketing (fig. 1.).

Geolocation marketing involves interacting with the user based on their location. Retail is developing in conditions of high competition. Therefore, using information about the client's location (geolocation) in marketing is especially relevant today. Smartphone owners almost always carry them with them. Location data from these devices is an indicator of their preferences, as consumers tend to visit places they like. Technologies used in business and are tools of geolocation marketing include Bluetooth beacons, GPS technologies, and NFC technologies.

The situation significantly complicated after bombings in October and November of civilian infrastructure: power outages led to disruptions in the operation of DOOH, but analog carriers gained consumer demand.

For radio advertising, the second half gave reasons for cautious but optimistic expectations. The recovery pace of radio advertising in the fourth quarter even exceeded the expectations of sales houses. Also, in the second half, radio attracted new advertisers from the «medicines» category. Trade, finance, casinos, online casinos, bookmakers, and mobile operators were also active. There was a demand for regional advertising, and in the western part of Ukraine, the revenue of certain radio stations reached the levels of 2021 at the end of the year [6].



**Figure 1. OOH advertising spaces**

Source: Indicators calculated based on data from National outdoor advertising media owner

Advertising in cinemas is nominally featured in the overall advertising media split and operates with its advertising volumes as it did in peacetime. Thus, the advertising media market in Ukraine lost about two-thirds of its volume in hryvnias in 2022, excluding inflationary processes [7].

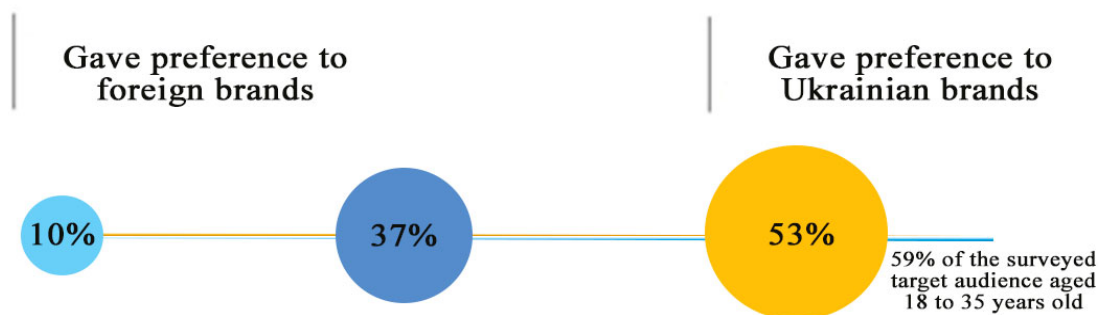
The creative industry, like any other sector, is influenced by the war and will require support from the state. However, it is one of the most flexible sectors capable of adapting to challenging conditions during wartime and post-victory. With the onset of war, changes in the media consumption structure in Ukraine in favor of internet resources continued. The population largely received real-time information not only from traditional channels of dissemination (television, radio, periodicals) but also from channels created on messengers and the internet (news websites, social networks).

The process of publishing news in «traditional» media is time-delayed due to the need for editorial processing and production processes. In contrast, news in «digital» media appeared almost in real-time, significantly increasing their popularity. In areas where television and radio broadcasting were absent, they often became the sole source of information.

Prices for advertising services on the internet or channels in Viber and Telegram are significantly lower than on radio, television, or in the press, which also increases their attractiveness to advertisers who have lost a significant portion of income and are forced to cut advertising expenses. However, despite the advantages, the Digital (Internet) advertising sector also experienced negative growth [2].

Brands reduced communication with the audience both in digital and traditional channels like television, radio, and outdoor media. Occasionally, only isolated activity in social networks remained. To form an impression of a specific product brand, every second person reads reviews and watches reviews. Almost a quarter of respondents seek information about brands on social networks, but only a younger audience (up to 35 years old) pays closer attention to the brand's page (21% compared to 16% in older generations) and looks at what bloggers recommend (23% compared to 18%).

Attitudes toward brands that continue to operate in the territories of aggressor countries are extremely negative: 71% boycott such companies, and only 9% do not pay attention to it and continue to buy. Ukrainians seek substitute goods for these brands (89%) [6].



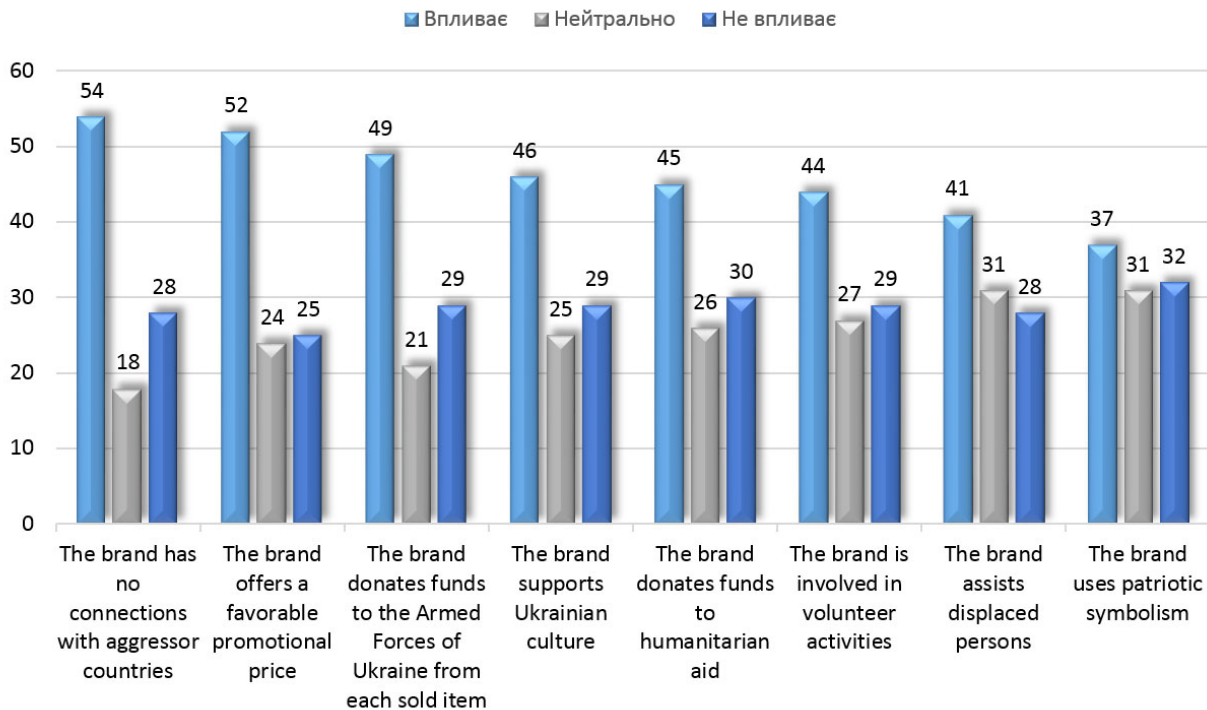
**Figure 2. The dynamics of consumer demand for domestic and foreign brands throughout 2022**

**Source: Based on the authors' own research**

At the same time, 53% of the population aged 18-60 prefer Ukrainian brands because they want to support both the brands themselves and the Ukrainian economy as a whole. Among the

youth, this indicator is higher – almost 60%. Only 10% continue to predominantly consume imported brands (fig. 2.).

When choosing a brand, the most significant factors for respondents are the brand's connection to aggressor countries, price, and support for the Armed Forces of Ukraine. Only a third of respondents take into account the presence of a product line with Ukrainian symbolism or the use of patriotic identity when choosing a product. This is because 51% of those surveyed consider practical actions by brands more valuable than symbolic actions, such as the use of Ukrainian identity (fig. 3) [7].

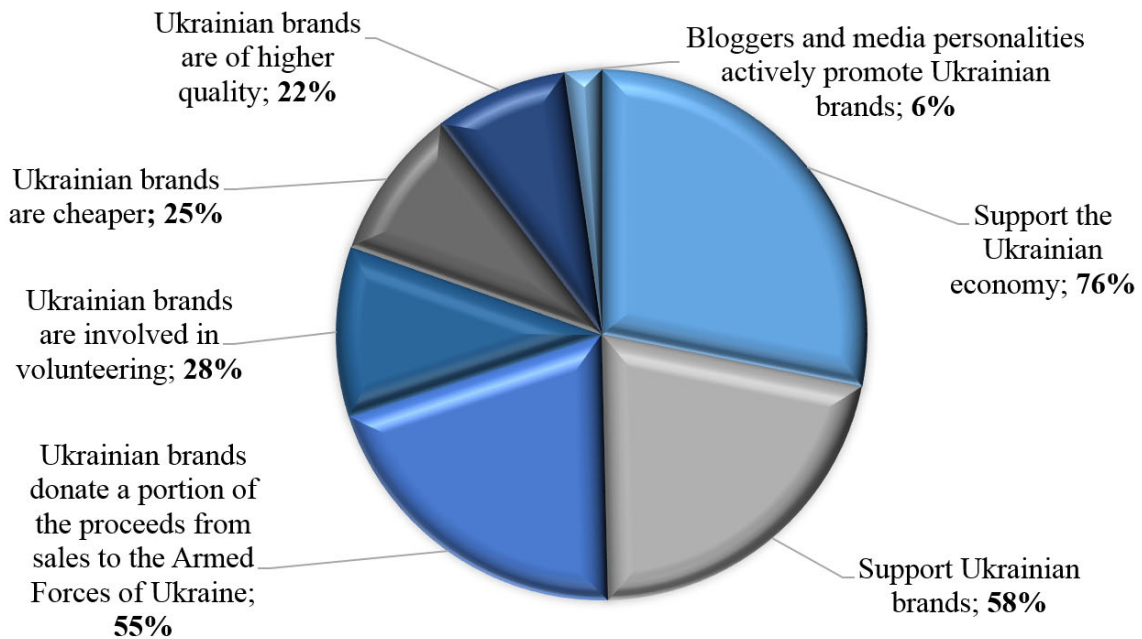


**Figure 3. Consumers' attitudes towards choosing and purchasing a brand based on certain influencing factors in 2022**

**Source: Indicators calculated based on data from Admixer & GMP Media**

It is worth noting that 23% of Ukrainians indicate that during the period of martial law, there are actions by brands that annoy them: using national symbols for commercial purposes, not taking into account the realities of war, or, conversely, speculating and promoting themselves on the topic of war [5].

A Google and Kantar study in August 2022 showed that, for 55% of Ukrainians, it is important that a brand donates funds to the Armed Forces of Ukraine, and 28% are interested in the involvement of company employees in volunteer activities. Therefore, every message should convey the idea that the business continues to operate. This is where the patriotism of companies and their owners is manifested (fig. 4).



**Figure 4. Top-7 main reasons why consumers buy Ukrainian brands, 2022**

**Source: Indicators calculated based on data from Ua-Retail**

If we talk about the advertising business in the current year, we can observe significant and confident market growth in the first half of 2023, surpassing the expectations of advertisers at the end of the previous year.

Overall, this year anticipates an increase in almost all segments (trade, consumer, event marketing) by 20%, with loyalty marketing expected to grow by 10%. In total, there is a projected growth in the market volume of marketing services by 18%.

Currently, preference is given to targeted projects with instant results, focusing on quick sales and changing consumer behavior. It is also worth noting changes in themes: while charity dominated almost all activations last year, we now observe many commercial projects. However, the emphasis on increasing the social responsibility of brands is stronger than ever.

So, the advertising and communication market in Ukraine, despite the ongoing full-scale war, continues to thrive. Although its volume in 2023 is approximately half of that in 2021, there is significant growth in almost all segments compared to the challenging year of 2022.

It is worth noting another feature for advertising in 2023 – the digital audience is becoming increasingly significant. According to the research group Kantar, approximately 90% of Ukrainians aged 16-65 have smartphones with internet access. Meanwhile, only 53% watch TV. Thus, we see a vast audience that is exclusively in the digital realm and does not engage with advertising in offline media.

Advertisers recognize this trend, and accordingly, the internet as a medium is becoming a priority. Most entrepreneurs use digital as the sole communication channel and are growing

faster than the market. Experts believe that in the coming years, the share of offline advertising in marketing budgets will decrease, and more advertisers will create digital-first campaigns.

Another trend, evident only in comparison with the past, is the openness and transparency of the advertising market. Today, advertisers may not even need an agency; they can independently set up and run campaigns. Sales houses are becoming obsolete; now, websites either join affiliate networks like Facebook and Google or unite in networks where they operate openly and provide advertisers with comprehensive analytics. Overall, buyers are becoming more technologically savvy and ready for the continued development of technologies. Advertisers should take this into account and implement more technological solutions [2].

Year after year, significantly more technologies emerge. We are now approaching the limits of human capabilities in the digital realm. It is essential to understand that marketing in digital advertising is not going anywhere. Creativity, messaging, audience perception, and many other essential attributes open up entirely new possibilities with which humans, unfortunately, cannot cope as quickly and effectively. The technological aspect in digital marketing is currently the rocket that makes campaigns more efficient.

### Conclusion

However it may be, advertising creativity must be relevant. It unquestionably must integrate into the socio-economic, political, and cultural life of the country. To evoke the desired reaction – attention and memorability – it must work very clearly, pull the right strings to trigger the necessary reflexes and associations.

With changes in society, the approach to advertising creativity naturally changes. At least, it should. This concerns relevance. Without this factor, advertising is not needed by anyone. That is, in creativity, despite all its, seemingly, freedom (flight of imagination, free expression of thoughts), hands are still tied. Its constraints are concrete-historical conditions and conventions, myths, and stereotypes that exist in society [4].

In this context, creativity becomes social. If its presentation is inadequately perceived by the audience, it will, accordingly, not have the expected reaction.

If we take a global perspective, advertising, from a creative standpoint, depends on another phenomenon – trends. Moreover, here we have to talk not about seasonal trends, as in fashion, but about epochal trends.

The advertising we see now has long surrendered to postmodernism. Furthermore, it is the features of postmodernism that actualize it, make it modern, and therefore accessible for mass perception. These features can be called the trends of modern advertising creativity.

*Perspective directions of further research.* We are going through a global reboot from almost a complete halt in activity from the early days of the war to the beginning of recovery in the following months. Fortunately, we have a mature and professional market that quickly adapted and managed to convey to advertisers the understanding of the importance of continuing communication and shaping new values.

Thanks to this, despite everything happening around us, we continue to see the flourishing of global trends in the Ukrainian advertising market: DOOH, retail media, and influencer marketing. The word «optimization» perfectly describes the changes in the advertising market in Ukraine. Businesses have cut excess to the maximum and retained only the essential, encompassing both the policy regarding online advertising and the situation within companies.

Today, as always, the key metric for advertising success is consumer attention. However, the current course of events significantly influences consumer behavior and priorities. These can change with each passing day. In ordinary times, consumers have the luxury of enjoying interesting creatives and new interactive formats, but when sheltering during an air raid in freezing temperatures, perhaps not so much. Therefore, it is crucial to understand the context,

content, and relevance of the message in the battle for their attention. It is important not to cease advertising activities despite challenging times, if possible, because maintaining interest in a product is much easier than reviving it and starting anew.

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