

CREATIVE
ECONOMY

 Monograph

AND THE ROLE OF IT IN
THE DIGITAL WORLD

Edited by:

Irina Tatomyr, Liubov Kvasnii

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14. THE EVOLUTION OF THE MARKETING COMMUNICATIONS DEVELOPMENT PROCESS IN BUILDING RELATIONSHIPS WITH CONSUMERS

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The potential of marketing communications, like marketing itself, is currently undergoing active change and transformation. With the development of digital technologies and new approaches to market interaction, innovative tools are emerging that significantly expand the capabilities of enterprises. Among them, it is worth highlighting data analysis, which allows for in-depth study of information about buyers, product categories and suppliers in order to identify potential for effective marketing campaigns.

Also important is the monitoring of megasystems, which allows for the analysis of large amounts of information and the identification of hidden trends and deviations. Internet technologies play a special role, opening up broad dynamic opportunities for business and finding application in all areas of commercial and economic activity. That is why the task of creating a comprehensive marketing communications system has become particularly relevant.

The modern development of the world and the transformation of people's lifestyles significantly influence consumer behaviour, changing their habits, preferences and ways of interacting with brands. This necessitates the constant adaptation of marketing strategies and the updating of communication approaches. Based on this, we can identify a number of key trends that require enterprises to be flexible, innovative and able to respond quickly to market challenges, namely

1. The acceleration of the pace of life is driving demand for simple and convenient solutions that save time and effort. Consumers are increasingly preferring comprehensive services that cover all stages of the purchase, from food delivery to the home to organized systematic procurement in the B2B sector. Against the backdrop of a huge selection of goods and growing consumer awareness, the differences between individual brands are becoming less noticeable, and the main guidelines for choice are price and the cost-value ratio.

2. The constant expansion of market offerings and increased competition are creating higher customer expectations for product quality and service levels. Today's shoppers are becoming more demanding and critical in their assessment of offerings, forcing companies to constantly improve their products and services.

3. Consumer habits are also changing: the traditional division of purchases by income level is breaking down. Wealthy customers are eager to take advantage of discounts and sales in inexpensive stores, while less affluent consumers buy premium products for pleasure or status. Under such conditions, mid-range pricing may lose its

effectiveness, and segmentation based solely on income proves to be insufficiently accurate.

4. A separate trend is the desire of buyers to look younger than their age, which is reflected in the choice of goods aimed at a young audience. This is especially noticeable in the light industry segment – clothing, footwear, accessories, as well as in the field of sporting goods.

5. The standardization of many products makes their emotional component a decisive factor. A significant proportion of goods are perceived as "neutral" or "unemotional," so manufacturers are creating more expensive alternatives that combine not only functionality and quality, but also an emotional image that appeals to consumers.

6. Another feature of the modern market is the sceptical attitude of buyers towards traditional marketing techniques. It is becoming increasingly difficult to retain their attention and build loyalty. Even well-known brands cannot be sure of the stability of their positions. Therefore, companies must not only sell products, but also accompany them with unique and compelling communication messages that reflect the real needs and desires of consumers. In this context, marketing communications become a determining factor in competitive success and business profitability.

Marketing experts believe that every company should develop a specific communication system. However, it should be noted that the distinction between many terms and concepts related to marketing communications is a matter of debate in contemporary scientific literature. In this regard, it is necessary to first specify the conceptual framework that will be used to define the complex of marketing communications.

There are various interpretations of the term "marketing communications" in scientific literature. According to O.M. Romanchenko, marketing communications are informational interactions between a manufacturer and consumers (organisations and individual consumers) aimed at increasing the attractiveness of a company's product to the target audience through the use of the communicative components of all elements of the marketing complex [7, p. 616].

Primak T.O. believes that marketing communications are the activities of an enterprise aimed at informing, persuading and reminding the target audience about its products, stimulating their sales, creating a positive image of the company in society and establishing close mutually beneficial partnerships between the enterprise and the public [6, p. 139]. According to Voychak A.V., the concept of marketing communications should be equated with the promotion of goods, since methodologically they are similar in meaning [9, p. 178].

In 1948, American political scientist and mass communication researcher Harold Lasswell proposed one of the first concepts for systematising the process of information transfer. His model became a classic basis for communication research and remains relevant to this day. The essence of Laswell's approach is to provide answers to five key questions that reflect the logic of the communication process: Who is communicating? What is being communicated? Through which channel? To whom? With what effect?

This scheme allows communication to be clearly structured, viewing it as a sequence of interrelated elements: from the sender of the message to its recipient and the evaluation of the final result. Due to its simplicity and versatility, Laswell's model is used in various fields, from political communication to marketing and advertising. It emphasises that the effectiveness of communication depends not only on the content of the message, but also on the correct choice of transmission channel and the ability to elicit the desired response from the target audience.

This model covers the key factors that determine the effectiveness of communication and presents the main stages of building an effective interaction system: from identifying the target group and assessing its readiness to buy to forming the desired response, creating an attractive offer, and determining a set of communication tools. It also includes budget development, practical implementation of measures, organisation of data collection through feedback channels, and further adjustment of the chosen strategy.

If we look at communication through the prism of marketing, its social interaction consists primarily in establishing contact with the consumer. Through communication, the manufacturer and the buyer find common interests and engage in a mutually beneficial exchange. Business structures play two roles in this process: senders and receivers of information. As senders, they inform, persuade, remind and encourage recipients to create the desired exchanges. As recipients, organisations closely monitor signals from target markets in order to create appropriate messages, adapt to the dynamics of the market environment and take advantage of new communication opportunities. In this sense, the communication process can be imagined as a two-way movement: on the one hand, companies collect data on consumer behaviour and needs, and on the other, they actively disseminate their own messages.

The term "communication" itself comes from the Latin "communicatio," which can be interpreted as "unity," "connection," or "transfer." In the modern sense, it is the process of exchanging information — facts, ideas, thoughts or emotions — between two or more people using verbal and non-verbal means for the purpose of mutual understanding and effective perception of the message.

It is also generally accepted that communication is exclusively informational and pragmatic interaction in the form of transferring information from one system to another using special means and signals.

Researchers specializing in mass communication have identified approximately 130 definitions of the term "communication." In their opinion, these definitions view communication as a "process of interaction" or, for example, generalize it as "all processes by which people influence each other." Ultimately, all communication processes are divided into verbal and non-verbal.

Polish expert T. Goban-Klas in his work [1] gives seven typical definitions of communication:

- communication as the transmission (dissemination, transfer) of information, ideas, emotions, skills;

- communication as understanding others when we want to be understood (communication as understanding);
- communication as influencing people through signs and symbols;
- communication as connection (creating a community) through language or signs;
- communication as interaction through symbols;
- communication as an exchange of meanings between people who share their observations, aspirations and positions;
- communication as an element of the social process that expresses group norms, exercises social control, distributes roles, coordinates efforts, etc.

The application of this approach is entirely justified in the field of marketing. At first glance, marketing communications seem to be a mechanism for transmitting information about a company or its products, but their main purpose is to elicit a certain response from consumers. This effect is achieved through targeted influence on the consciousness of buyers using various symbolic and figurative means, both verbal and non-verbal. At the same time, maximum effectiveness is only possible with a two-way exchange of information.

Feedback allows a company to better understand the real needs of consumers and adapt its actions accordingly to meet those needs. Analysis of the information obtained in the communication process allows the market to be segmented, key target groups to be identified, and efforts to be focused on the most promising segments. Thanks to the communication system, marketing can promote not only commercial offers, but also social or ethical ideas, thereby raising awareness among individual consumers and society as a whole.

At the organisational level, the main task of communication is to provide relevant information at the right time, ensuring the effectiveness of each employee and contributing to the achievement of strategic goals. The importance of information exchange in the activities of an organisation cannot be overestimated: almost all of the leadership functions are aimed at facilitating the achievement of goals through effective communication. Without a well-established exchange of information, employees will not be able to coordinate their actions, agree on common goals and ensure their achievement.

The emergence of individual elements, techniques, tools of marketing and marketing communication has roots that go far beyond the emergence of capitalist society. Research into customer preferences and the formation of a loyal customer base (segment) was widely used in Persia, Egypt, slave-owning Rome and medieval Europe. For example, defensive and offensive weapons were manufactured according to customer requirements, and trade caravans to China and India to purchase silk, spices and dyes were organised 2-3 millennia ago to fulfil exclusive customer orders.

In the process of developing production and social relations, even in ancient civilisations, there was a need to convey information, intended for specific groups of the population. This feature allows us to define this type of communication as proto-advertising. Advertising in oral form and the transfer of information from teacher to student already existed in ancient times. The word "advertising" comes from the Latin

"reclamare" — to call out, to shout. As early as in Ancient Rome and Ancient Greece, an institution of town criers was created with the aim of spreading verbal (verbal) influence on consumers. A town crier was a person specially hired by a merchant, whose job was to call out to buyers and praise his master's goods [10, p. 51].

The emergence and development of various forms of communication became a kind of dialectical response to the decline in the effectiveness of traditional methods of influencing consumer choice and stimulating customer activity. One of the key factors that shaped commercial communication in the ancient world was the emergence of markets at the beginning of the Roman period. To stand out among numerous competitors, ancient craftsmen began to use branding or labelling of their products. This practice became the prototype of modern marketing activities known as "branding."

With the advent of writing, the first examples of advertising texts appeared. The first analogues of modern mass media appeared in the ancient world. Thus, in 59 BC, Gaius Julius Caesar (100–44 BC) ordered the publication of a "proto-newspaper" that informed the population about the decisions of the Senate; later, private news began to be added to it. Graffiti — inscriptions painted on the walls of buildings — were quite common. "Advertisements" carved in stone or written in chalk on wooden boards have survived to this day. Of course, even then, word of mouth was an important channel for disseminating information, which we now know as "word of mouth" [3].

During this period, economic life was limited mainly to subsistence farming, and the political sphere was subordinated to brutal military force. The lack of choice in the economic, political and social spheres meant that there was no need for any commercial communication, including advertising. Therefore, it is quite natural that this era left no traces of the development of advertising, not even its inception. Information was transmitted mainly orally, in the form of rumours or stories.

With the development of printing, the effectiveness of print advertising increased significantly. Almost all publications of that time were distributed by subscription, which was quite expensive, so the advertising information published in them quickly found its audience. During this period, the first clear manifestation of "feedback" between advertising messages and audience response appeared. One of the greatest examples of an advertising campaign in history can be considered the colonisation of the American continent, which was partly the result of effective information and advertising activities.

Thus, a unified community gradually formed on American territory, which demonstrated a genetic ability to actively perceive advertising [3]. The high authority of the printed word contributed to the trust of citizens in advertising messages published in publications, which significantly increased their persuasiveness and effectiveness. Interestingly, the United States later became the first country in which the amount of advertising in the print media exceeded the amount of informational material. A practice was also introduced whereby publishers refused to take responsibility for the accuracy of advertising content, continuing to take advantage of readers' high level of trust in the "printed word."

One of the most important consequences of Johannes Gutenberg's invention of the printing press was the rapid development of the print media, which began in the early 17th century. It is worth noting that in 1609, the first printed weekly newspaper, *Strasburger Relation*, was published in Strasbourg [10, p. 52]. The further development of advertising was regulated by law: in 1752, the English Parliament passed the first law regulating "advertising" at the national level.

The beginning of the 20th century was marked by the emergence of scientific research in the field of advertising. In 1896, American advertiser Emer Lewis developed one of the first and most famous "formulas for creating an advertising message", which became the basis for further theoretical approaches to building effective communication. In Europe, Victor Malaya, a professor of political economy at the University of Vienna, made a significant contribution to the development of research in the field of advertising. In 1908, he published a fundamental monograph entitled "Advertising."

The next stage of revolutionary changes in the field of commercial communication, which became an important marketing tool, came with the advent of cinema. Cinema became a powerful means of influencing the audience and a new channel for advertising. In 1904, the Lumière brothers created the world's first advertising film, dedicated to one of the brands of champagne [10, p. 53].

The influence of cinema on the consciousness and subconsciousness of potential consumers was extremely strong, as it combined visual, emotional and sound effects that provided a deep psychological immersion for the viewer. Its communication potential was quickly appreciated not only by entrepreneurs, but also by politicians, who began to use films as a means of promoting ideas and social change.

Later, scientific research was launched into the impact of hidden advertising on the human subconscious, including experiments using the so-called 25th frame and special sound "noise". Product placement methods were widely used, namely the placement of brands in films without direct advertising, when the viewer himself draws conclusions about the lifestyle of the characters: what clothes they wear, what drinks they consume, what cars they drive, where they spend their free time.

It should be noted that even after the ban on the use of the 25th frame and similar techniques, interest in researching the psychological impact of advertising did not diminish. On the contrary, it led to the development of neuro-linguistic programming (NLP), which later found wide application in television advertising and media communications.

Compared to cinema, television was not a revolutionary discovery in the field of communication, but it had a great influence on the formation of a conscious and constantly interested audience. The use of television provided potential consumers with a number of significant advantages: the constant possibility of immediate viewing without additional time and money, comfortable viewing conditions at home, the ability to combine viewing with other activities, access to various channels and programmes, and the provision of both entertaining and useful information. Television created a sense of presence through reality shows and talk

shows, allowing viewers to participate in quizzes and television competitions, which increased their engagement.

The long-standing existence of this practice, which dates back to the 1960s, has led to the emergence of a new social type – the "television person" who prefers to consume television content rather than communicate directly with others. Television gradually became the main channel of communication between the government and the public, serving not only as a source of information but also as a tool for influencing public opinion.

Under these conditions, television advertising became a key factor in the successful promotion of goods and services on the market. Its effectiveness led to an increase in the cost of airtime for advertising and the emergence of the concept of "prime time" – the most popular time for advertising. Recognising the power of television as a channel of communication, manufacturers actively invested significant financial resources in the development of television, which contributed to its transformation into the main media tool for marketing strategies in the second half of the 20th century.

Along with the development of mass and commercial communications in European countries, similar processes took place in Ukraine. Even during the times of Kievan Rus in the 10th–11th centuries, merchants actively used the services of professional town criers, who announced the arrival of goods and conveyed news about commercial life. As for the marking of handicrafts, its origins date back to the Trypillian culture, which indicates the deep historical roots of the practice of individualising goods. An important step in the development of information and advertising processes was the introduction of printing: in 1573, Ivan Fedorov founded his own printing house in Ostroh, thus opening a new page in the national communication culture. At the end of the 16th and beginning of the 17th centuries, there were about forty printing houses operating in Ukrainian cities, actively disseminating printed information.

Fairs also played a significant role in the formation of "trade communication," and from the 19th century, the same was true of exhibitions. The most famous fairs in Ukraine were held in Nizhyn, Kyiv and Chernihiv, as well as the Epiphany Fair in Kharkiv and the Contract Fair in Kyiv, which were among the five largest in the Russian Empire. Trade reached its peak in the 1870s and 1880s, when the Ilinsky (Poltava), Pokrovsky and Troitsky (Kharkiv) fairs became particularly popular.

With the declaration of Ukraine's independence on 24 August 1991, the state faced many political and economic challenges, among which the creation of its own communications system, especially trade, played an important role. On 15 December 1993, the Ukrainian law "On Trademarks" was adopted, which initiated the creation of an intellectual property institution and laid the foundations for the economic security of the state. In 1994, the President of Ukraine signed a decree "On Measures to Prevent and Prohibit Unfair Advertising," and in June 1996, the Ukrainian law "On Advertising" was adopted, which defined the basic principles of advertising in Ukraine.

The development of the advertising industry in Ukraine received an additional impetus thanks to the activities of the Ukrainian Advertisers Association, which launched the "Golden Profile" creative competition and began publishing its own newspaper, "Reklamist," in 1995. At that time, such specialised publications as Marketing and Advertising, Advertising and others appeared [5, pp. 120-124].

According to Rentech Digital, as of 5 May 2025, there are 2,670 advertising agencies operating in the Ukrainian commercial communications market, which is 1.17% more than in 2023 [4]. Data from the All-Ukrainian Advertising Coalition (AAC) and the Interactive Advertising Bureau (IAB) show that the Ukrainian advertising market demonstrated steady growth in 2024, despite the military and economic challenges facing the industry. In 2024, Ukraine's advertising market continued to show steady growth despite economic and military challenges. According to IAB Ukraine, the volume of internet advertising (Digital/Internet Media) amounted to UAH 41.7 billion, which is 25% more than in 2023. The most dynamic segments were digital video (+42%), SMM (+60%) and search advertising (+30%), while digital development showed relative stability with a slight decline in 2024. This indicates the active expansion of digital tools in advertising campaigns and the growing role of Internet advertising in the overall media mix.

Traditional media segments of the market include TV advertising (UAH 5.8 billion), print advertising (UAH 387 million), outdoor advertising (UAH 4.6 billion) and radio advertising (UAH 1.0 billion). Combining these figures with digital advertising, the total volume of the Ukrainian advertising market in 2024 will be approximately UAH 53.6 billion, which is 30% more than in 2023. Further market growth of approximately 28% to ≈UAH 68.7 billion is forecast for 2025 [2, 8]. Traditional social institutions such as family, school, or religious organisations are gradually being replaced by electronic media. There are several reasons for this:

- 1) The high profitability of electronic media stimulates investment in this industry, which contributes to a significant expansion of its capabilities and areas of application. As a result, people have more free time, and the structure of their daily activities is undergoing significant changes.

- 2) Means of communication are no longer just important tools from a social or commercial point of view, but are becoming mechanisms of political influence, referred to as the "fourth estate". They are becoming a tool for state control over reality and, at the same time, a means of revealing the truth to society.

These processes have made it possible to formulate an original approach to the segmentation of marketing communications development. The above-mentioned patterns of transformation of marketing communications and their conversion into a powerful tool for influencing consumer consciousness are confirmed by the research of other authors, although they are often considered from different points of view.

Thus, historical analysis shows that the development of commercial communication occurred in parallel with the evolution of the mass media, using the latest scientific and technical achievements. At the same time, the term "marketing communication" entered scientific vocabulary relatively recently, in the late 1950s.

The introduction of marketing communications is closely linked to the emergence of the concept of classic marketing and the "4Ps" (product, price, place, promotion). These elements are necessary to inform consumers about the brand, changes in the product range and pricing policy, as well as to attract new distributors, maintain or form a positive image of the company and, if necessary, directly stimulate purchases. In today's highly competitive environment, new tasks are added to the traditional ones: increasing market share, accelerating consumer acceptance of the product, attracting new customers, and maintaining the current market position.

In a highly competitive environment, it is not enough to create a high-quality product, set the optimal price, and choose effective sales channels. Managers are increasingly focusing on marketing communication policy. A company's marketing communication system is designed to inform, persuade and remind consumers about the product, support its sales and create a positive image for the company.

Each economic system develops its own model of marketing communication depending on its resources and capabilities. This process develops in parallel with economic and political structures, and the level of communication development is closely linked to the overall economic progress of society, which depends both on the technical level of information transfer and on the ideological characteristics of a given economic system.

Modern marketing requires not only the production of a high-quality product and setting a price that is affordable for the target audience. Marketing communications now play a key role in competition. The rational use of these tools contributes to the formation of a positive and sustainable image of the company, strengthening its market position, consolidating protection against substitutes and facilitating access to financial, information and human resources.

The use of a systematic approach to communication allows a company to adapt to changes in the market environment and consumer needs. From the initial stage of identifying the target group to the feedback stage, a continuous cycle is created that allows communication strategies to be adapted to consumer behaviour and expectations. This provides the organisation with a real tool not only for promoting its products, but also for building long-term relationships with customers and strengthening their loyalty.

In today's environment, marketing communication is no longer just a tool for commercial influence. It is increasingly taking on a social and ethical dimension, contributing to the formation of social consciousness and the promotion of certain values and ideas. Therefore, the communication process should be viewed not only as a technical sequence of actions, but also as a strategic approach aimed at establishing interaction with the market, combining economic, social and cultural aspects.

Ultimately, it can be argued that the effectiveness of marketing communication directly depends on the clarity of its structure and the logic of its stages. An organisation that recognises the importance of such a sequence will be able to achieve its goals faster, strengthen its competitive position and ensure long-term development.

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