

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

Sumy State University

Academic and Research Institute of Business, Economics and Management
(Institute/faculty)

Department of Economics, Entrepreneurship and Business Administration
(department)

“Defense allowed”

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_____ 20__ .

QUALIFICATION WORK

towards attaining a Master’s Degree

specialty 073 Management,
/ (code and title)

educational-professional program Business Administration
(educational-professional / educational-scientific) (program)

Topic: A comparative analysis of creative advertising versus direct marketing

Student BA.m-31an/2y
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The qualification work contains the results of own research. The use of ideas, results and texts of other authors are linked to the corresponding source.

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(signature)

Sumy – 2024

Ministry of Education and Science of Ukraine
Sumy State University

**DEPARTMENT OF ECONOMICS, ENTREPRENEURSHIP
AND BUSINESS ADMINISTRATION**

APPROVED

Head of the Department
of Economics, Entrepreneurship and
Business Administration

_____ Oleksandra Karintseva

“ ___ ” _____ 20__ .

ASSIGNMENT
for the qualification work
towards attaining a Master's Degree

Student of group BA.m-31an/2y, 2 year of study ARIBiEM
(Institute)

Specialty 073 “Management”

Study program 8.073.00.09 “Business Administration”

Yelyzaveta Usova (full name)

Topic of the qualification work: A comparative analysis of creative advertising
versus direct marketing

Enacted by the SSU order №. 1254-VI from “03” 12 2024 .

Date of finalized Thesis submission: “08” 12 2024 .

Initial data for research: _____

Content of the main part of the qualification work (list of questions to be considered): 1)exploring the theoretical foundations of creative advertising and direct marketing; 2)analyzing successful case studies of both approaches to identify their strengths and limitations; 3)evaluating trends and innovations in marketing driven by modern technologies; 4)developing a framework for businesses to integrate creative advertising and direct marketing effectively.

List of illustrations (should be presented during the defense):

Visualization of for creative advertising; visualization for direct marketing; a fragment from a video advertisement of “Share a Coke” campaign; advantages & disadvantages of “Share a Coke” campaign; how “business goals and objectives” helped business; how “integration opportunities” helped business; a fragment from a video advertisement of “Share a Coke” campaign; a fragment from a video advertisement of “Rozetka” campaign; a fragment from a video advertisement of Pepsi’s super bowl ads; advantages & disadvantages of Amazon personalized email marketing; how “marketing channels” helped business; how “target audience” helped business; how “marketing channels” helped business; a fragment from a video advertisement of Apple’s product launch videos; how “budget allocation” helped business; how “industry and market trend” helped business; how “metrics and analytics” helped business; visualization for creative advertising vs. direct marketing; graphic shape of hybrid strategy;

Date of receiving the assignment: “ 21 ” 10 2024 .

Master Thesis supervisor prof. Oleksandr KUBATKO

(academic title, Name, and SURNAME)

Assignment is accepted for completion: “ 25 ” 10 2024 _____

Student signature

Notes:

1. This assignment constitutes a crucial component of the qualification work required for the attainment of an educational degree and is positioned immediately following its title page.
2. Upon task completion, students are expected to acquaint themselves with the following:
 - A calendar schedule delineating the preparation stages of the qualification work, inclusive of specified deadlines for each stage's implementation.
 - The procedural guidelines for assessing the qualification work to identify any indications of academic plagiarism.
 - The criteria and requirements governing the evaluation of the qualification work, providing a clear understanding of the expectations and standards to be met.

STRUCTURAL ABSTRACT

The structure and volume of the bachelor's thesis. The thesis consists of an introduction, three chapters, a conclusion, a list of references, which consists of 29 items. The volume of the bachelor's thesis is 43 pages including 4 tables, 29 figures and list of references.

The purpose of the thesis. The main purpose of the thesis is to analyze the effectiveness of creative advertising and direct marketing as standalone and integrated approaches while providing strategic recommendations for businesses to optimize their marketing efforts

In accordance with the main goal, the following tasks were defined: to explore the theoretical foundations of creative advertising and direct marketing; to analyze successful case studies of both approaches to identify their strengths and limitations; to evaluate trends and innovations in marketing driven by modern technologies; to develop a framework for businesses to integrate creative advertising and direct marketing effectively.

Subject of the Study - The strategic integration of creative advertising and direct marketing to optimize marketing campaigns. Object of the Study - Real-world marketing campaigns and strategies implemented by global and local businesses.

Methods of research: content analysis; comparative analysis; systematic approach; trend analysis.

Keywords: CREATIVE ADVERTISING, DIRECT MARKETING, INTEGRATION, EMOTIONAL APPEAL, BRAND AWARENESS, STORYTELLING, BIG DATA, AUTOMATION, RETARGETING, MARKETING STRATEGIES, CAMPAIGN.

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INTRODUCTION

The contemporary business environment is characterized by intense competition and rapid technological advancements, requiring companies to adopt innovative marketing strategies to engage audiences effectively. Among these strategies, creative advertising and direct marketing have emerged as pivotal tools, each offering distinct advantages. This work explores the integration of these approaches, emphasizing their combined potential to achieve both brand-building and measurable results [37-39, 41, 45].

Relevance of the Topic. The choice of this topic is driven by the growing demand for marketing solutions that balance emotional engagement with immediate consumer action. While creative advertising fosters long-term brand loyalty through storytelling and emotional resonance, direct marketing focuses on actionable results such as sales and lead generation. The integration of these methods is increasingly critical in the digital era, where consumer preferences are rapidly evolving, and competition for attention is fierce [29, 31-36, 42-44]. Understanding how to leverage both approaches effectively is essential for businesses seeking sustainable growth [30, 40].

Subject of the Study - The strategic integration of creative advertising and direct marketing to optimize marketing campaigns. **Object of the Study -** Real-world marketing campaigns and strategies implemented by global and local businesses.

The aim of this study is to analyze the effectiveness of creative advertising and direct marketing as standalone and integrated approaches while providing strategic recommendations for businesses to optimize their marketing efforts.

The specific objectives include:

1. Exploring the theoretical foundations of creative advertising and direct marketing.
2. Analyzing successful case studies of both approaches to identify their strengths and limitations.

3. Evaluating trends and innovations in marketing driven by modern technologies.

4. Developing a framework for businesses to integrate creative advertising and direct marketing effectively.

Methods of Research. This research employs a range of scientific methods:

- Content Analysis: to examine existing literature, case studies, and campaign examples to extract insights about the effectiveness of creative advertising and direct marketing.

- Comparative Analysis: to contrast the strengths and limitations of each approach, focusing on their application in different business contexts.

- Systematic Approach: to develop a framework for integrating creative advertising and direct marketing into a cohesive strategy.

- Trend Analysis: to evaluate the impact of modern technologies, such as artificial intelligence and big data, on marketing strategies.

Scientific novelty: the study offers a novel perspective by proposing a structured framework for integrating creative advertising and direct marketing. While existing literature often examines these approaches separately, this work bridges the gap by demonstrating their synergistic potential.

Practical significance. The findings of this research provide actionable recommendations for businesses aiming to optimize their marketing strategies. The proposed framework is particularly valuable for small and medium enterprises (SMEs) seeking to maximize the impact of their limited resources.

Structure and scope of the work. The paper comprises three chapters:

1. Theoretical foundations of creative advertising and direct marketing, including their distinct characteristics and metrics of success.

2. Case studies showcasing successful campaigns in both creative advertising and direct marketing, highlighting global examples like Coca-Cola and Amazon, as well as local Ukrainian brands.

3. Strategic recommendations for integrating these approaches, emphasizing the importance of leveraging modern technologies and understanding consumer behavior.

The materials and findings of this research have been presented at academic conferences and are planned for publication in scientific journals. These efforts contribute to the broader discourse on modern marketing strategies and their practical applications in business.

In summary, this study not only contributes to the academic understanding of creative advertising and direct marketing but also offers practical tools for businesses seeking to thrive in a competitive market.

CHAPTER I A COMPARATIVE ANALYSIS OF CREATIVE ADVERTISING VERSUS DIRECT MARKETING

Creative advertising and direct marketing are two distinct strategies used by businesses to reach their audiences, each with unique objectives and approaches. Creative advertising focuses on building a brand image and creating an emotional connection with the audience. It often relies on storytelling, visuals, and artistic elements to engage viewers, aiming to make the brand memorable and establish a positive association over the long term. This approach does not necessarily prompt immediate action but instead lays the foundation for brand loyalty and recognition.

Direct marketing, on the other hand, is a highly targeted and measurable approach that encourages a specific, immediate response from the audience—such as making a purchase, signing up for a newsletter, or redeeming a coupon. It often utilizes personalized and direct communication channels, such as email, SMS, or direct mail, to engage potential customers and prompt an instant reaction. While creative advertising emphasizes relationship-building and brand identity, direct marketing is centered on conversions and short-term engagement.

This comparative analysis examines the differences between creative advertising and direct marketing, highlighting how each approach serves distinct marketing goals and how businesses can strategically apply them for optimal outcomes. By exploring their respective strengths, limitations, and ideal use cases, we can better understand how these approaches contribute to overall marketing strategies. Businesses often use a combination of both to balance brand-building and revenue generation, leveraging creative advertising to shape public perception and direct marketing to drive immediate results. This analysis provides insights into selecting the appropriate strategy based on campaign objectives, audience, and resource allocation, ultimately helping brands maximize their impact in competitive markets.

1.1 Creative advertising

Creative advertising is characterized by its use of storytelling, emotional appeal, brand reinforcement, and visually artistic elements. It aims to captivate the audience's attention and create a lasting impression by linking positive emotions with the brand. Storytelling is at the heart of creative advertising, as it draws the audience into relatable or inspiring narratives that highlight the brand's values and personality. The emotional appeal is also crucial; by appealing to feelings - whether humor, nostalgia, excitement, or inspiration - creative advertising fosters a memorable connection that goes beyond the product itself. Additionally, the use of strong visuals and artistic designs elevates brand recognition, reinforcing a distinct identity that becomes recognizable to consumers over time [1].

Creative advertising leverages a variety of channels and formats to reach a broad audience. Some of the most common include:

- TV commercials: often seen as the traditional platform for creative advertising, TV commercials allow for elaborate storytelling and visual artistry, reaching large and diverse audiences.

- Social media campaigns: social platforms such as Instagram, Facebook, and TikTok offer a space for creative advertising through engaging posts, short videos, and interactive content that encourages shares and comments.

- Influencer partnerships: by collaborating with influencers, brands can access trusted voices in specific communities, enhancing their image and extending their reach.

- Event sponsorships: associating a brand with prominent events (sports, music festivals, or social causes) connects the brand with the event's theme, often leaving a positive impression on attendees and viewers [2].

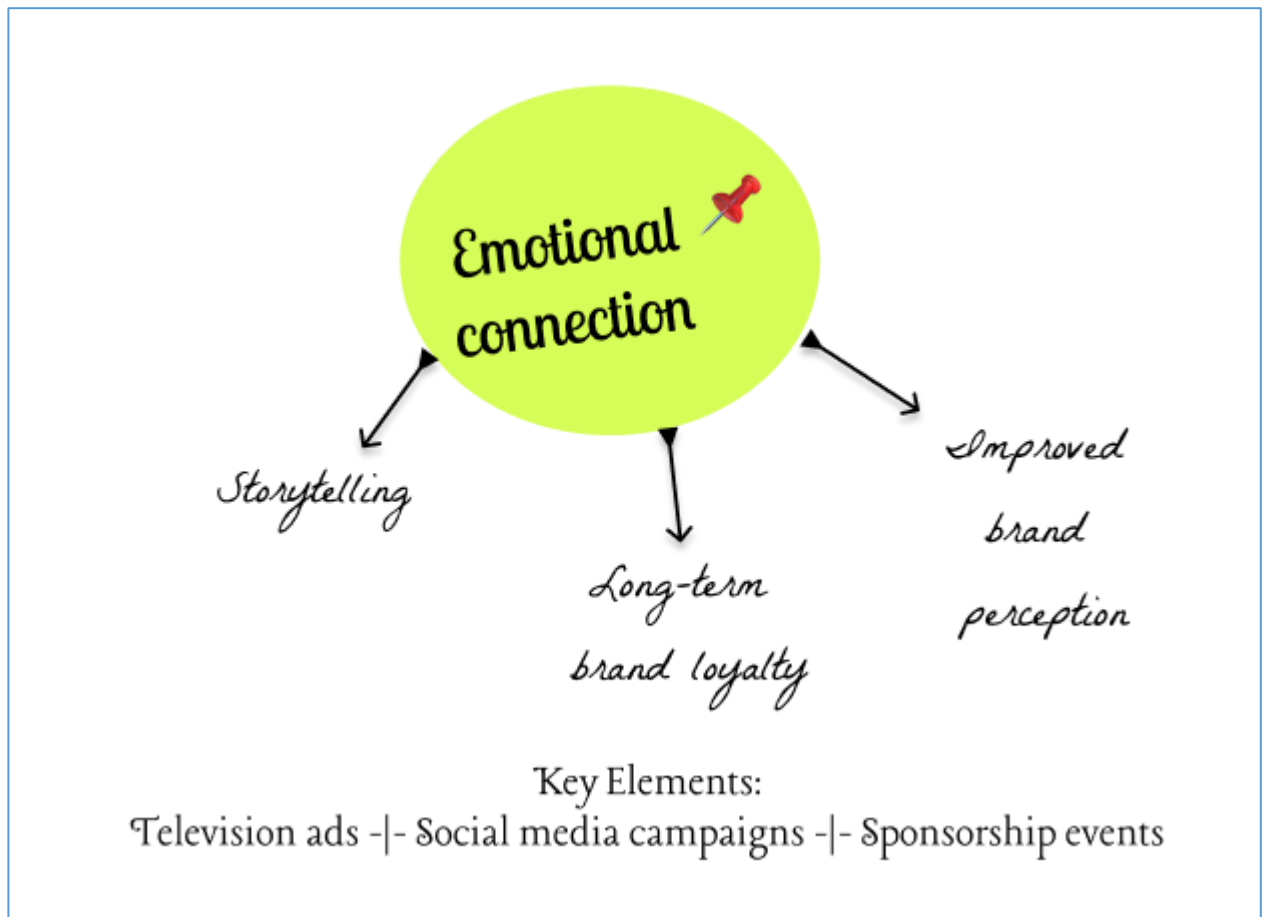


Fig. 1 – visualization for creative advertising

Source – author’s development

Advantages

1. Builds long-term brand image and loyalty: creative advertising cultivates a strong brand identity, helping consumers feel connected to the brand over time.
2. Engages consumers emotionally, leading to Higher Brand Recall: Emotional connections are powerful in shaping consumers' preferences, and creative advertising enhances this by appealing to sentiments that make the brand memorable.
3. Often more shareable on social media, amplifying reach organically: creative content that resonates with viewers is frequently shared across platforms, which can expand reach and increase engagement without additional costs [3].

Challenges

1. High production costs: developing high-quality creative advertising, especially for formats like TV and professional social media campaigns, often requires significant investment in design, production, and distribution.

2. Results can be hard to measure quantitatively: since creative advertising focuses on brand awareness rather than direct response, assessing its effectiveness is complex and often relies on indirect metrics like brand perception and recall.

3. Requires substantial creativity to stand out: the saturation of advertisements across media means that truly memorable creative advertising must be unique, innovative, and relevant to cut through the noise [4].

1.2 Direct marketing

Direct marketing is a targeted, data-driven marketing approach designed to prompt an immediate response from the audience, such as making a purchase, signing up for a service, or filling out a form. Unlike broader advertising strategies, direct marketing zeroes in on specific segments of consumers who are most likely to respond, utilizing personalized messaging and a strong call to action. Direct marketing often relies on detailed consumer data- such as demographics, purchasing history, and behavior- to tailor messages that are highly relevant and specific, maximizing the likelihood of response [5].

Direct marketing uses a variety of channels to reach consumers directly. Common examples include:

- Email marketing: one of the most cost-effective forms of direct marketing, emails can be personalized to offer promotions, updates, or incentives tailored to each recipient's interests.

- SMS campaigns: short message service (SMS) campaigns allow brands to quickly reach customers with time-sensitive information, such as exclusive offers or appointment reminders, directly on their mobile devices.

- Telemarketing: often used for services and subscription-based products, telemarketing allows companies to communicate with customers one-on-one to pitch products or gather feedback.

- Direct mail: although traditional, direct mail remains effective for certain audiences and is frequently used for catalogs, brochures, and special offers sent to targeted recipients.

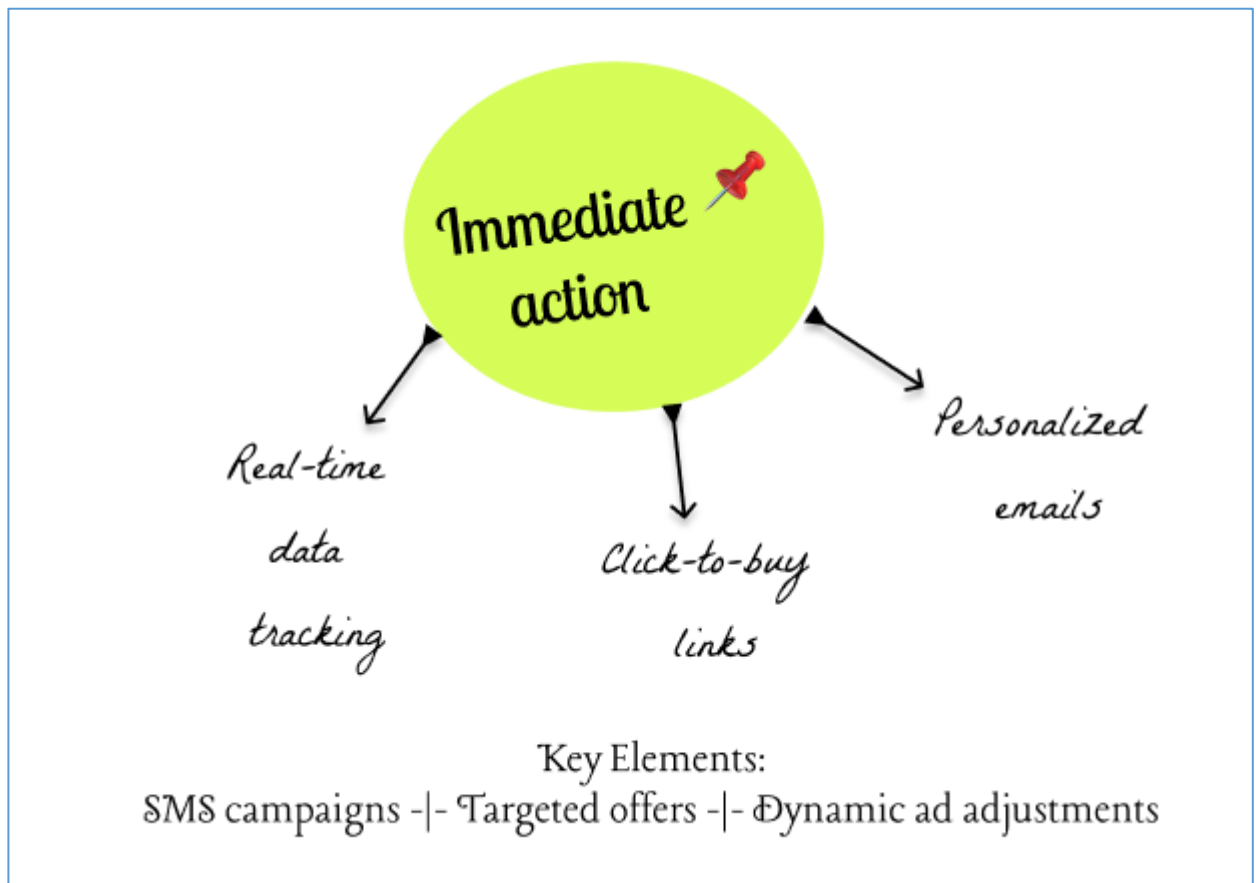


Fig. 2 – visualization for direct marketing

Source – author's development

Advantages

1. Immediate feedback and measurable results: direct marketing's success is easy to measure through metrics like open rates, click-through rates, and conversions, providing a clear picture of a campaign's effectiveness.

2. Personalization possibilities lead to more targeted messaging: by leveraging customer data, brands can tailor direct marketing messages to align closely with the recipient's preferences, increasing the relevance and impact of each interaction.

3. Cost-effective for smaller audiences and testing purposes: direct marketing can be highly efficient for reaching specific groups and allows for A/B testing to refine messaging before a broader rollout, reducing waste and optimizing results [6].

Challenges

1. Can feel intrusive, leading to customer fatigue: repeated or overly direct messaging can come across as invasive, which may cause consumers to ignore or unsubscribe from future communications.

2. Risk of lower engagement due to direct, transactional tone: direct marketing's straightforward approach may lack the emotional engagement of creative advertising, potentially resulting in lower consumer interest and loyalty.

3. Limited in scope for brand storytelling: with its focus on immediate action, direct marketing has less room for brand narrative and long-term engagement, which can limit its role in broader brand-building efforts [7].

1.3 Comparative analysis

Creative advertising and direct marketing differ significantly in how they engage audiences. Creative advertising is generally focused on a broader form of engagement that aims to build brand awareness and trust over time. Through emotional appeal and storytelling, it fosters a passive yet memorable connection with the brand, encouraging consumers to feel aligned with its values without the pressure of immediate action. This approach is beneficial for establishing a strong brand presence but may take time to show tangible results.

Direct marketing, in contrast, prioritizes immediate action with a specific call to action, such as making a purchase, signing up, or clicking a link. While this direct approach can effectively drive short-term sales and lead generation, it often lacks the depth needed for long-term engagement. Consumers may view direct marketing messages as transactional, focusing on the offer rather than forming an emotional bond with the brand.

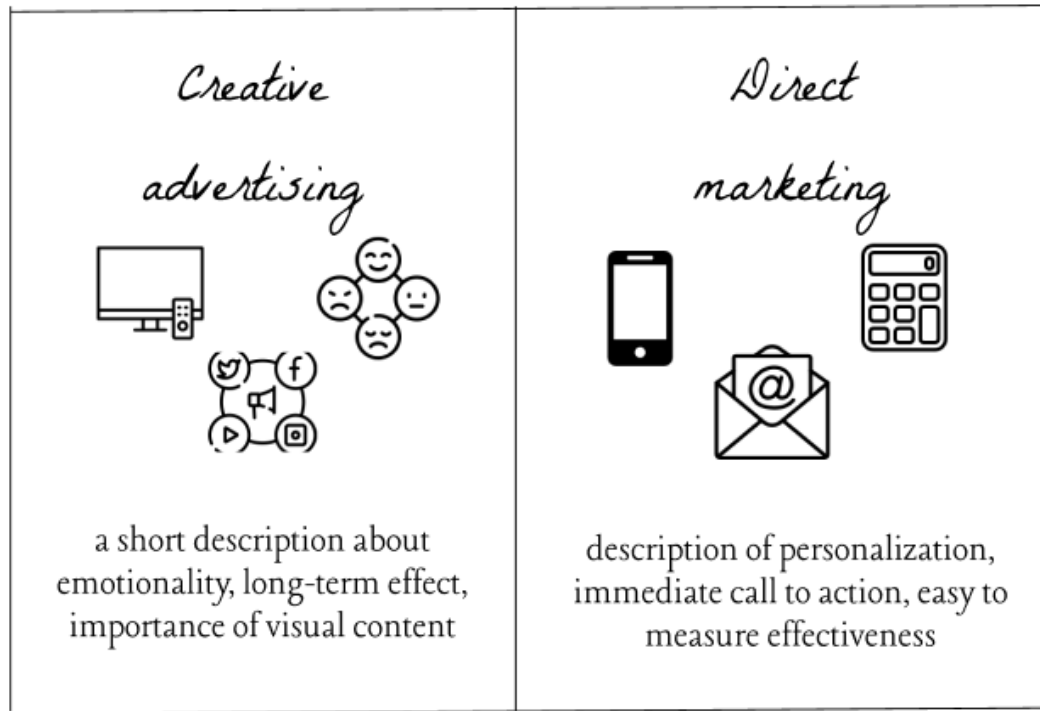


Fig. 3 – visualization for Creative Advertising vs. Direct Marketing

Source – author's development

Measuring the success of these strategies also differs. Creative advertising is typically evaluated through qualitative metrics such as brand awareness, recall, and consumer sentiment, which can be challenging to quantify precisely. Brands may rely on surveys, social listening, and indirect feedback to gauge its impact.

Direct marketing's success is easier to track quantitatively. Metrics like open rates, click-through rates, conversion rates, and response times provide immediate, data-driven insights into a campaign's effectiveness. This data-centric approach allows for a clear assessment of return on investment (ROI) and can guide real-time adjustments to improve results.

Creative advertising usually requires a higher upfront investment due to the costs of production, creative development, and widespread distribution. However, if successful, it can yield substantial long-term returns in brand loyalty and reputation. Due to its broader reach, creative advertising is often best suited for campaigns that aim to position a brand favorably over time rather than achieve instant sales.

Direct marketing, by contrast, is more cost-effective as it targets specific audience segments and offers the flexibility to make quick, data-informed adjustments. Lower production costs and the ability to directly measure results often yield a higher immediate ROI, especially for brands looking to maximize budget efficiency and achieve quick, measurable outcomes.

The impact of each approach on brand perception is also distinct. Creative advertising, with its emphasis on emotional appeal and storytelling, tends to positively enhance brand image and position the brand as meaningful and trustworthy. Over time, this can strengthen brand loyalty and set the brand apart from competitors.

Direct marketing, however, can sometimes feel less personal and overly sales-oriented, especially if overused. While it can drive short-term results, excessive direct marketing may fatigue the audience and diminish the brand's appeal. Therefore, brands need to balance the frequency and personalization of direct marketing to avoid potentially negative impacts on brand perception.

The distinct characteristics of creative advertising and direct marketing can be summarized through a comparative lens, highlighting their respective strengths, challenges, and ideal use cases. To better visualize these differences, the following table provides a concise comparison of key aspects:

Table 1.1 - The distinct characteristics of creative advertising and direct marketing

Criterion	Creative Advertising	Direct Marketing
Goal	Long-term brand awareness	Immediate conversations
Format	Emotional storytelling, visuals, sponsorships	Personalized messages, emails, SMS
Effectiveness	Measured via brand recall and consumer feedback	Easily tracked through CTP, conversation rates
Cost	High production and	Lower costs, adaptable for

Continuation of table 1.1 - The distinct characteristics of creative advertising and direct marketing

Criterion	Creative Advertising	Direct Marketing
	distribution costs	quick adjustments
Impact on brand	Enhances brand image, builds emotional connection	May appear transactional of intrusive of overused

This structured overview helps illustrate how these approaches complement each other in achieving diverse marketing objectives, from fostering brand loyalty to driving immediate consumer action.

CHAPTER II. PRACTICAL APPLICATIONS AND CASE STUDIES

2.1 Successful creative advertising campaigns

Creative advertising has proven to be a powerful tool for companies to establish emotional connections with consumers, enhance brand awareness, and differentiate themselves in crowded markets. The following analysis examines several successful campaigns - both global and local - that exemplify the effectiveness of creative advertising strategies.

- Global

1. Coca-Cola – “Share a Coke” Campaign

Launched in Australia in 2011, Coca-Cola's “Share a Coke” campaign used an innovative approach to engage consumers by replacing the iconic Coca-Cola logo on bottles with popular names. This personalization created a buzz on social media as people shared their experiences, and it encouraged customers to search for bottles with their names or names of loved ones [8].



Fig.4 – A fragment from a video advertisement of “Share a Coke” Campaign

Bottles were customized with names in different countries. Social media platforms were leveraged for user-generated content, creating viral campaigns

globally. Sales increased in the U.S. with a notable rise in brand interaction across platforms.

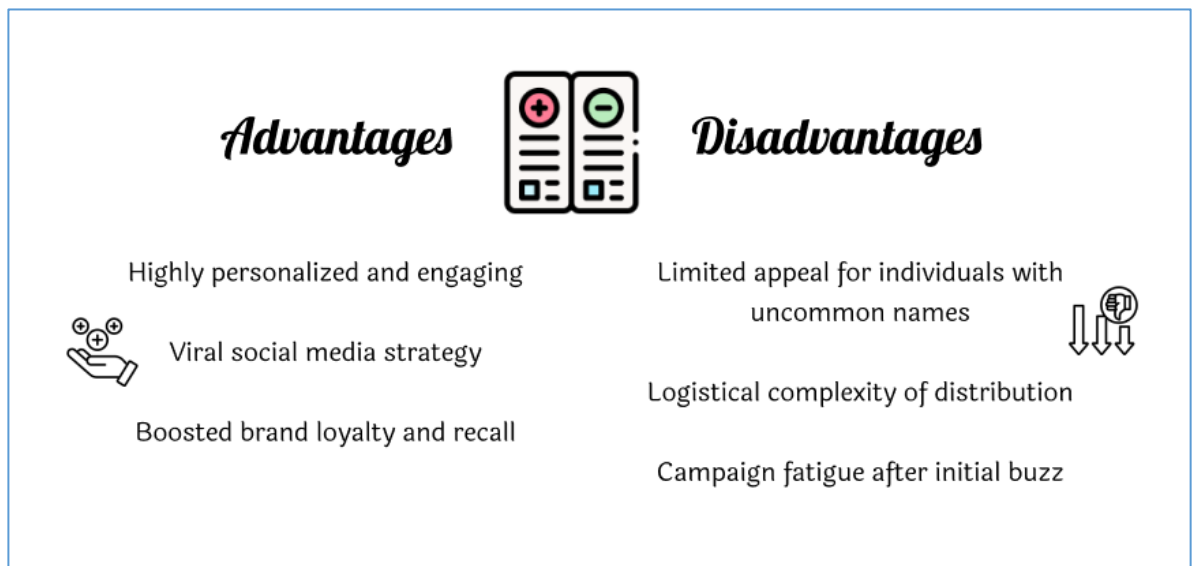


Fig.5 – Advantages & Disadvantages of “Share a Coke” campaign

2. Nike – “Just Do It” Campaign

Nike’s “Just Do It” campaign, launched in 1988, featured empowering stories of athletes overcoming challenges. By focusing on motivation and determination, it positioned Nike as a brand for achievers. The campaign is evergreen, allowing for constant updates with contemporary themes and athletes [9].



Fig. 6 – Picture of campaign “Just do it”

Inspiring ads featuring athletes like Michael Jordan, Serena Williams, and Colin Kaepernick. Combined emotional storytelling with visually striking advertisements.

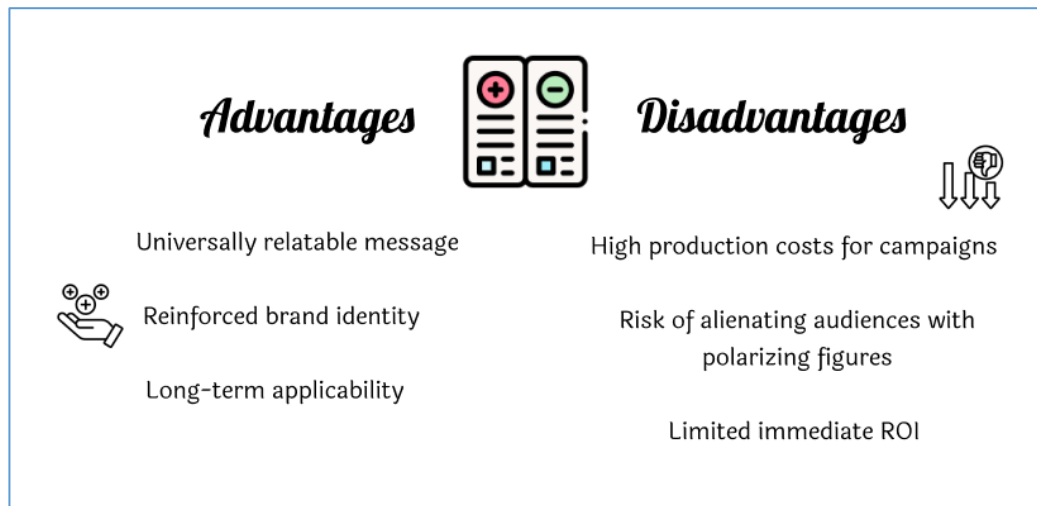


Fig.7 – Advantages & Disadvantages of “Just Do It” campaign

3. Apple – “Think Different” Campaign

Apple's “Think Different” campaign, introduced in 1997, celebrated innovation and creativity. The campaign featured iconic figures like Albert Einstein, Mahatma Gandhi, and Steve Jobs, positioning Apple as a brand for visionaries. It became synonymous with Apple's ethos of “challenging the status quo” [10].



Fig.8 – A fragment from a video advertisement of “Think Different” Campaign

Minimalistic ads with a focus on aspirational messaging. The campaign was integrated into product launches and corporate branding.

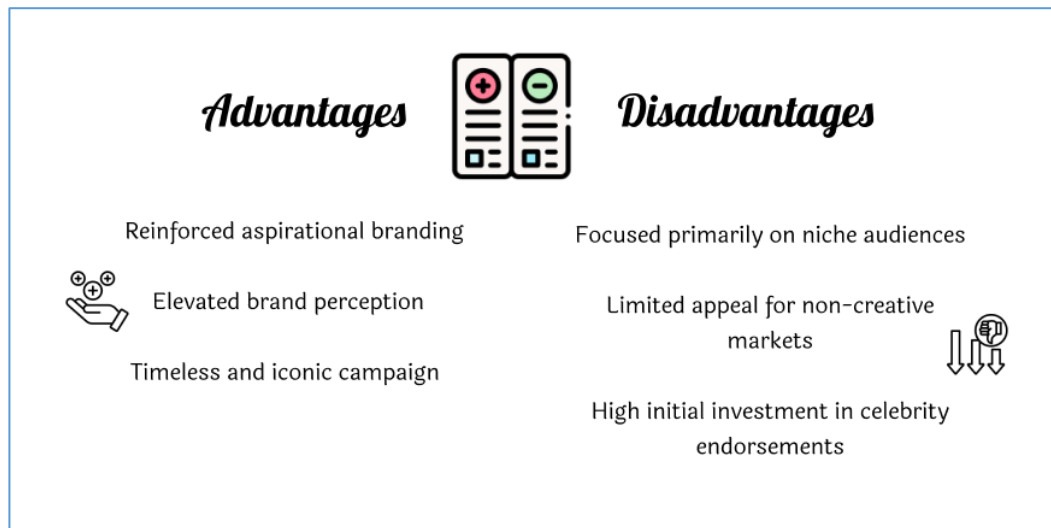


Fig.9 – Advantages & Disadvantages of “Think Different” campaign

Revitalized Apple's brand image during a critical period, contributing to its transformation into a global tech leader.

- Local Examples (Ukrainian Brands)

1. “Obolon” Campaign

Obolon emphasized national pride and unity in its campaign by showcasing Ukraine’s natural beauty and cultural heritage. The campaign resonated deeply with the local audience during a time of growing national identity [11].

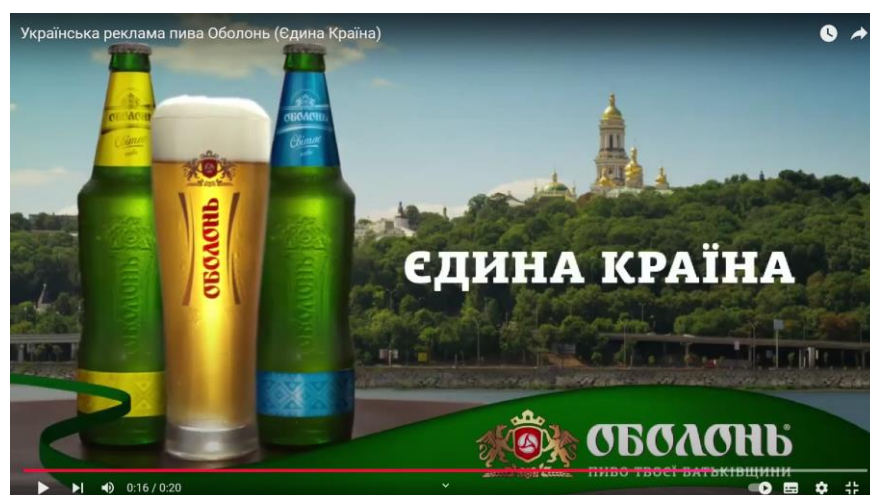


Fig.10 – A fragment from a video advertisement of “Ukraine is Our Common Home” Campaign

Video and digital content highlighted Ukrainian landscapes and cultural elements. The campaign incorporated traditional music and visual motifs.

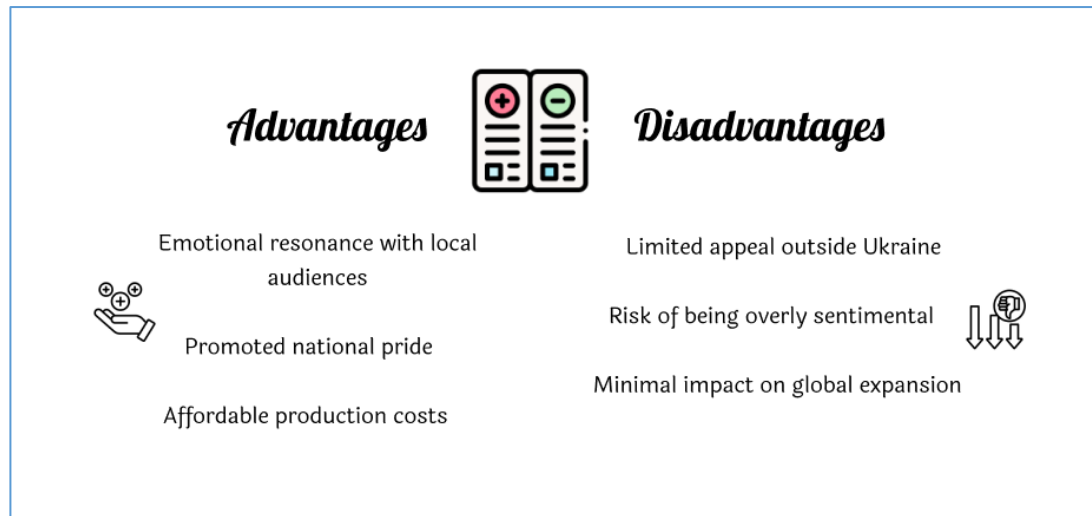


Fig.11 – Advantages & Disadvantages of “Obolon” campaign

Strengthened brand loyalty and significantly increased sales regionally.

2. “Rozetka” Campaign

Rozetka used humor and relatable daily scenarios to connect with Ukrainian audiences. The campaign emphasized convenience and the breadth of products offered by the platform, helping position Rozetka as a household name for online shopping [12].

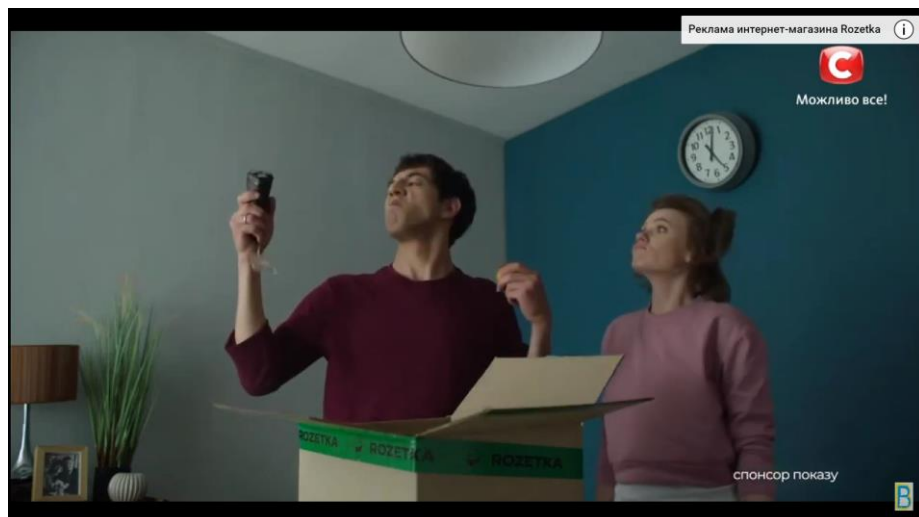


Fig.12 – A fragment from a video advertisement of “Rozetka” Campaign

Television and digital ads showcased humorous everyday challenges solved by Rozetka's services.

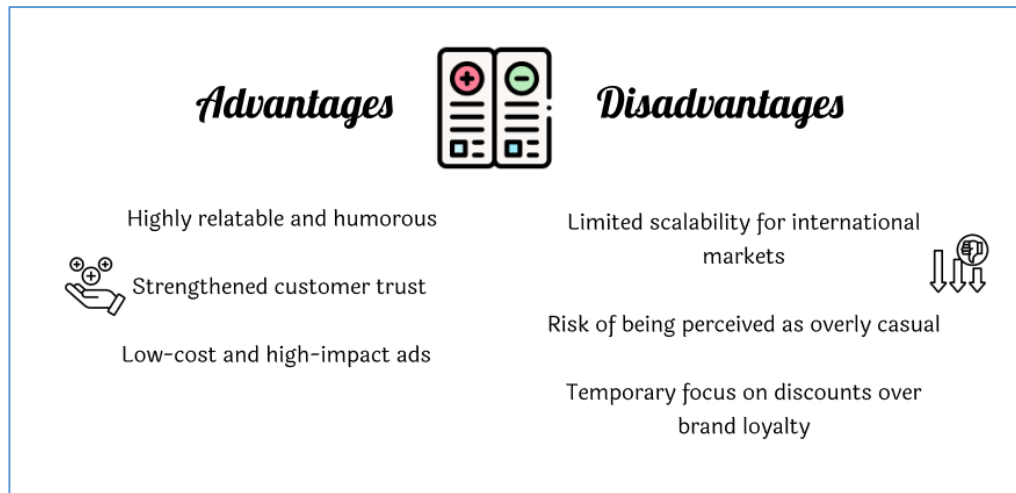


Fig.13 – Advantages & Disadvantages of “Rozetka” Campaign

Notable increase in platform traffic, conversions, and user engagement.

3. “Morshynska” Campaign

Morshynska promoted its mineral water as a pure and natural product tied to Ukraine's pristine environment. By using picturesque visuals of the Carpathians and focusing on health benefits, the campaign appealed to consumers’ sense of well-being and national pride [13].

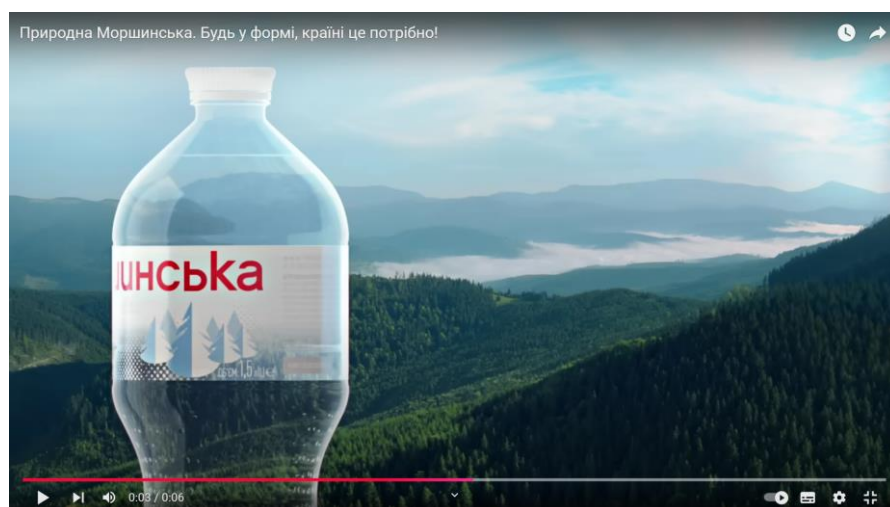


Fig.14 – A fragment from a video advertisement of “Morshynska” Campaign

High-quality visuals of Carpathian springs combined with messaging about health and sustainability. Advertisements appeared on television, digital platforms, and billboards.

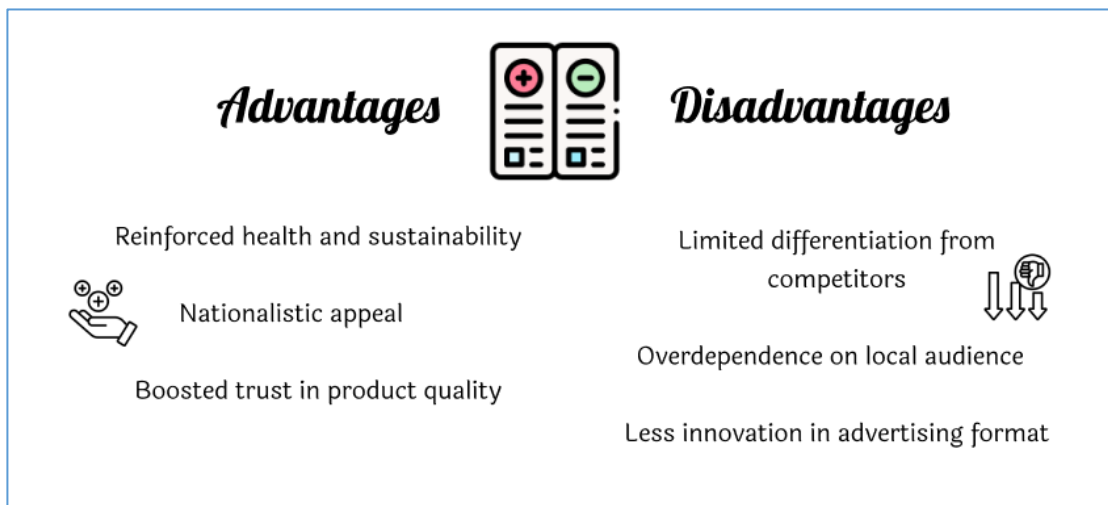


Fig.15 – Advantages & Disadvantages of “Morshynska” Campaign

Higher market penetration and brand recognition within the health-conscious demographic.

- Visual table comparing campaigns (table 2.1)

Table 2.1 – Comparing campaigns

Campaign	Brand	Key Strategy	Advantages	Disadvantages
Share a Coke	Coca-Cola	Personalization	High engagement, brand loyalty	Logistical complexity
Just Do It	Nike	Aspirational messaging	Universal appeal, long-term success	High production costs
Think Different	Apple	Innovation and creativity	Timeless branding, aspirational image	Niche appeal

Continuation of table 2.1 – Comparing campaigns

Ukraine is Our Home	Obolon	National pride	Emotional resonance, affordability	Limited global impact
All for You	Rozetka	Relatable humor	Increased engagement, low cost	Overly casual perception
Taste of Ukraine	Morshynska	Health and sustainability	Trust-building, nationalistic appeal	Lack of differentiation

2.2 Case studies in direct marketing

This section highlights successful examples of direct marketing campaigns, including global initiatives like Amazon’s email marketing strategy and local SMS campaigns, providing insights into their methods, effectiveness, and impact.

- Global example: Amazon - personalized email marketing

Amazon has mastered the art of direct marketing through personalized email campaigns tailored to individual user preferences and behaviors. The company leverages its extensive data to recommend products, share exclusive deals, and provide order updates, making its emails highly relevant and engaging.

Amazon’s email campaigns use advanced algorithms to analyze customers’ browsing history, past purchases, and wish lists. Emails often include dynamic product recommendations, limited-time offers, and cart abandonment reminders [14].



Fig.16 – Advantages & Disadvantages of Amazon - personalized email marketing

Amazon's use of machine learning and data analytics ensures its email campaigns are personalized, timely, and highly relevant. For instance, abandoned cart reminders and “frequently bought together” suggestions are effective in converting hesitant customers into buyers.

- Strengths: Superior customer targeting and real-time adjustments.
- Weaknesses: Overuse of emails may lead to user fatigue.

- Local example: Rozetka - SMS marketing campaigns

Rozetka, a leading Ukrainian e-commerce platform, uses SMS marketing to connect with its audience directly. SMS campaigns often include personalized discount codes, flash sale notifications, and order updates, ensuring high engagement with minimal costs.

Rozetka utilizes customer databases to segment audiences by purchase behavior and preferences. SMS messages are brief, time-sensitive, and designed to drive immediate actions, such as visiting the website or completing a purchase [15].



Fig.17 – Advantages & Disadvantages of Rozetka - SMS marketing campaigns

Rozetka's SMS campaigns effectively cut through digital noise by reaching users directly on their phones. The immediacy of SMS ensures customers are informed about deals and updates in real-time.

- Strengths: High open rates and instant delivery.
- Weaknesses: Overuse may lead to annoyance and unsubscribes.

Table 2.2 - Comparative table of direct marketing campaigns

Campaign	Brand	Key Strategy	Advantages	Disadvantages
Personalized Emails	Amazon	Data-driven recommendations	High engagement, dynamic adjustments	Privacy and data usage concerns
SMS Marketing	Rozetka	Time-sensitive messages	High open rates, immediate sales impact	Limited content length

2.3 Integrating creative advertising and direct marketing

The integration of creative advertising and direct marketing allows businesses to leverage the strengths of both approaches, creating campaigns that are not only emotionally engaging but also action-oriented. By combining the storytelling and emotional appeal of creative advertising with the targeted, measurable nature of direct marketing, companies can build brand awareness while driving immediate conversions.

- Examples of successful integration

1. Nike's "You Can't Stop Us" Campaign (Creative Advertising + Retargeting)

Nike's campaign showcased diverse athletes and powerful storytelling through video ads on YouTube and other platforms. The creative content focused on themes of resilience and unity, leaving a lasting emotional impression [16].

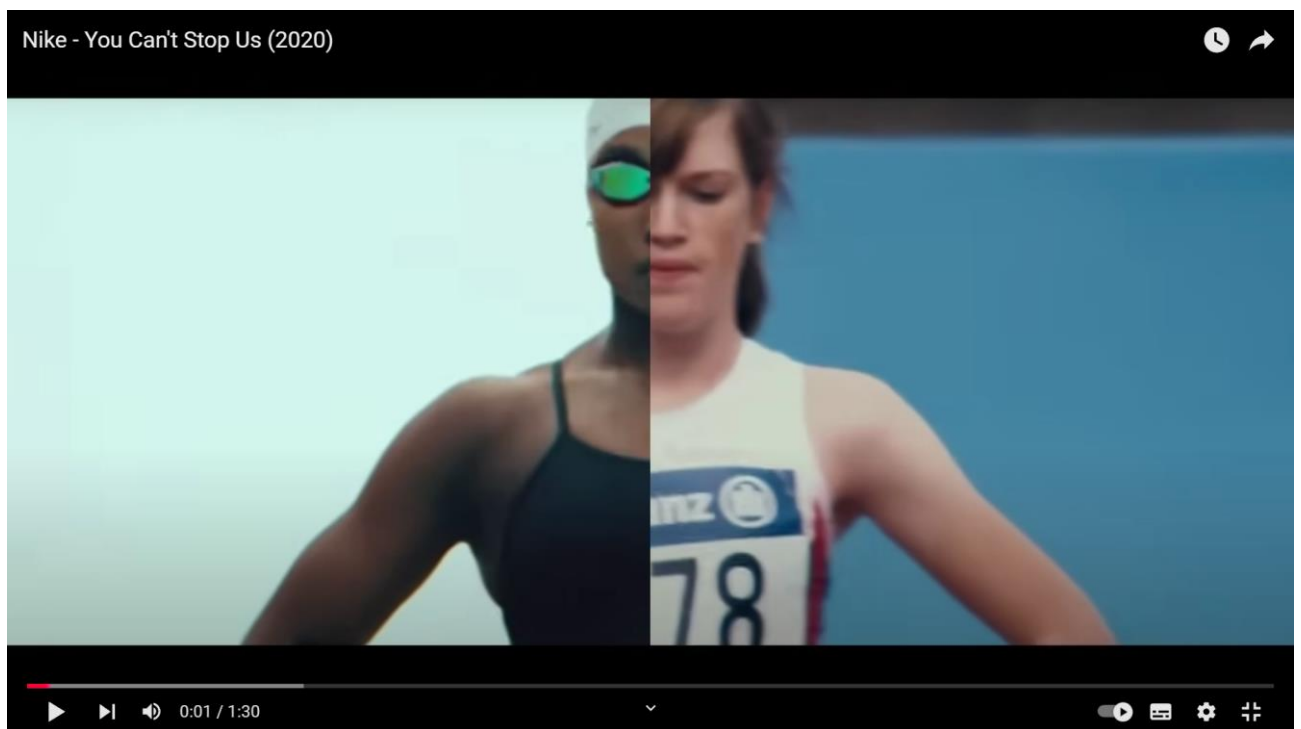


Fig.18 – A fragment from a video advertisement of Nike's "You Can't Stop Us" Campaign

Nike used retargeting to display follow-up ads to viewers who engaged with the campaign, encouraging them to visit their website and purchase featured products.

The campaign achieved widespread visibility and increased online sales due to the effective combination of brand-building and direct response strategies.

2. H&M's Social Media Campaign with Shoppable Posts

H&M utilized Instagram to launch a creative advertising campaign showcasing their latest collection through aesthetically appealing visuals and influencer partnerships [17].

Each post included direct links to purchase the showcased items, blending brand storytelling with immediate purchasing options. The campaign drove both engagement on social media and direct conversions, with a significant increase in sales from mobile users.

3. Rozetka's Black Friday Campaign (Email + Social Media Ads)

Rozetka combined creative social media ads featuring humorous takes on Black Friday shopping with targeted email campaigns offering personalized discounts [18].

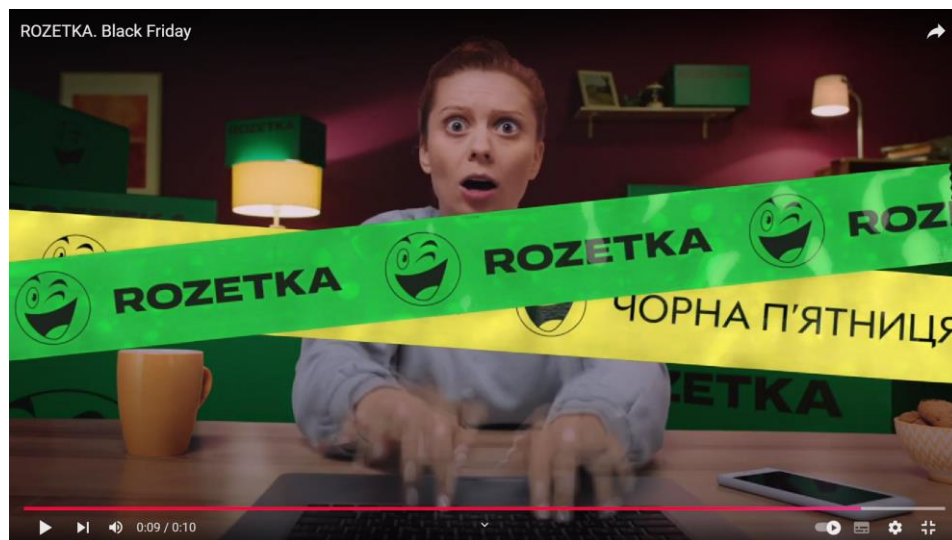


Fig.19 – A fragment from a video advertisement of Rozetka's Black Friday Campaign

Creative ads captured attention and drove traffic to Rozetka's website, while email campaigns converted that traffic into sales by offering exclusive deals to engaged users. This dual approach resulted in record-breaking sales during the Black Friday period.

- Advantages of integration

- Enhanced engagement: emotional and visually appealing content attracts audiences, while personalized calls-to-action ensure higher conversion rates.

- Better ROI: combining broad reach with targeted follow-ups reduces wastage and maximizes campaign efficiency.

- Improved brand loyalty: integrating creative narratives with customer-centric offers fosters both long-term loyalty and immediate sales.

- Challenges of integration

- Resource-intensive: developing cohesive campaigns requires significant investment in creativity, data analytics, and technology.

- Coordination complexity: synchronizing creative and direct marketing efforts demands close collaboration between teams.

This integrated approach highlights the importance of balancing long-term brand-building with short-term sales strategies, ensuring sustainable growth in competitive markets.

CHAPTER III STRATEGIC RECOMMENDATIONS FOR BUSINESSES

3.1 Choosing the right approach: factors to consider

For businesses to achieve success in their marketing efforts, selecting the right balance between creative advertising and direct marketing is crucial. This decision should be guided by a comprehensive evaluation of several factors, as each approach serves distinct purposes and caters to diverse audience needs. Below is an expanded discussion of these factors, supplemented with real-world examples.

1. Business goals and objectives

- Creative advertising: this approach is most effective for businesses focused on building long-term brand equity, fostering emotional connections, or establishing a distinct brand identity.

Example: Coca-Cola's "Share a Coke" campaign

This campaign used personalized bottles to build emotional connections. While the focus was on creating memorable brand experiences, the resulting engagement translated into significant sales growth, demonstrating the long-term benefits of creative advertising.

- Direct marketing: when the goal is to achieve immediate results, such as driving sales, increasing website visits, or generating leads, direct marketing is the go-to strategy.

Example: Amazon's personalized email campaigns

Amazon's emails recommending products based on browsing history and purchase behavior are a prime example of effective direct marketing. By tailoring content to individual users, the company achieves high conversion rates and short-term sales boosts.

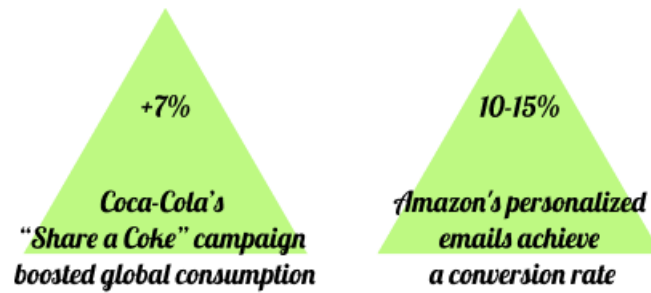


Fig. 20 – How “Business goals and objectives” helped business

Source – author’s development based on previous sources

2. Target audience

- Demographics and behavior: younger audiences, who prefer visually engaging and interactive content, are more responsive to creative advertising campaigns on platforms like Instagram or TikTok.

Example: Nike’s TikTok challenges [19]

Nike’s use of TikTok challenges to engage younger audiences demonstrates how creative advertising can captivate specific demographics. Their campaigns focus on storytelling and participation, creating a sense of community.

- In contrast, older demographics may favor more functional and straightforward communication channels, such as email newsletters or SMS offers.

Example: Local Retail SMS Discounts [20]

Ukrainian grocery chains like “ATB” successfully use SMS campaigns to offer exclusive discounts to older, price-conscious customers, ensuring high engagement rates.

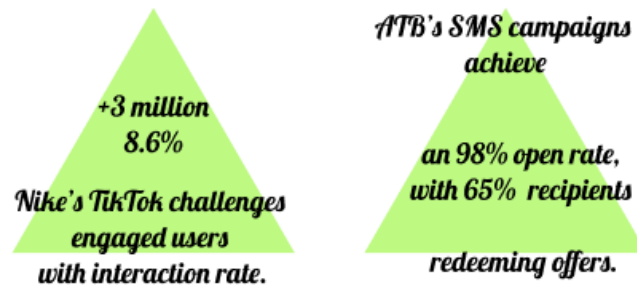


Fig. 21 – How “Target audience” helped business

Source – author’s development based on previous sources

3. Industry and market trends

- Industries like luxury goods, fashion, and travel prioritize creative advertising to emphasize brand experience and emotional appeal.

Example: Gucci’s digital fashion campaigns [21]

Gucci’s creative campaigns often incorporate augmented reality and interactive online experiences to create an aspirational and innovative brand image.

- Conversely, sectors such as e-commerce and financial services rely heavily on direct marketing to highlight specific products, offers, or services.

Example: Revolut’s email marketing [22]

Revolut frequently uses direct email campaigns to inform users about new features, cashback offers, or investment tools, driving immediate user actions.

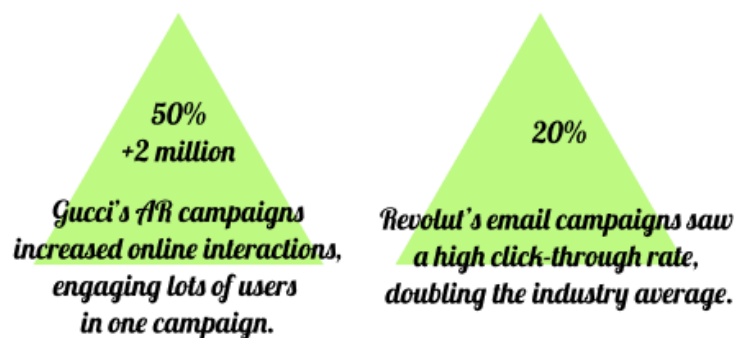


Fig. 22 – How “Industry and market trends” helped business

Source – author’s development based on previous sources

4. Budget allocation

- Creative advertising: higher costs are associated with professional production, widespread distribution, and long-term campaigns.

Example: Apple's product launch videos [23]



Fig.23 – A fragment from a video advertisement of Apple's product launch videos

Apple invests heavily in high-quality launch videos that are more about storytelling than immediate sales, which contribute to the brand's reputation and loyalty over time.

- Direct marketing: more cost-effective, targeting specific audiences with measurable ROI.

Example: Spotify's data-driven email campaigns [24]

Spotify uses its Wrapped campaign to create personalized emails for millions of users, with minimal production costs compared to broad-scale creative campaigns.

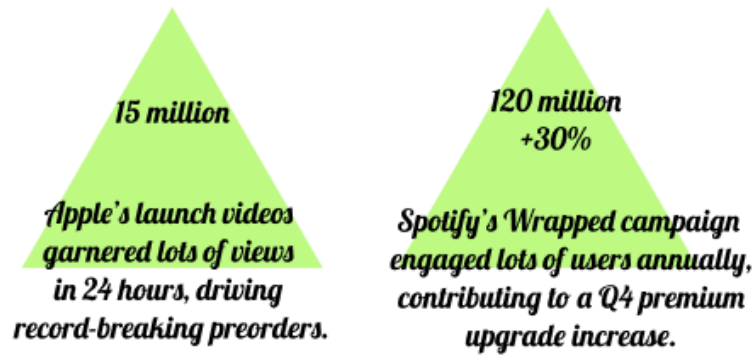


Fig. 24 – How “Budget allocation” helped business

Source – author’s development based on previous sources

5. Marketing channels

- Creative advertising: ideal for platforms like YouTube, Instagram, or outdoor media, which allow for broad exposure and immersive storytelling.

Example: Pepsi’s super bowl ads [24]

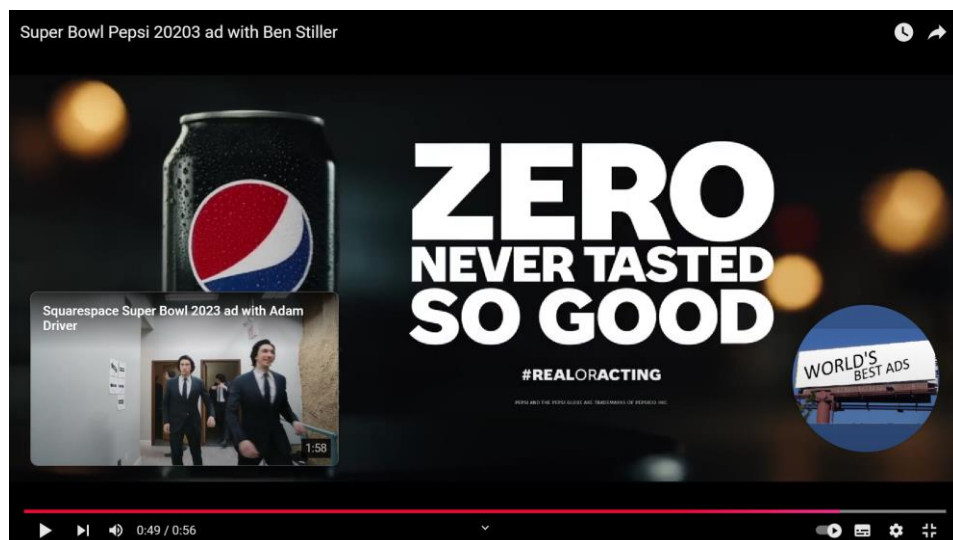


Fig.25 – A fragment from a video advertisement of Pepsi’s super bowl ads

Pepsi invests in high-impact TV spots during major events, creating cultural moments that resonate with wide audiences.

- Direct marketing: best suited for email, SMS, or direct mail campaigns that target specific user segments.

Example: Ukrainian local restaurant offers [26]

Restaurants like “Тризаря Хата” frequently use SMS to notify customers of daily deals, leading to immediate foot traffic and sales increases.

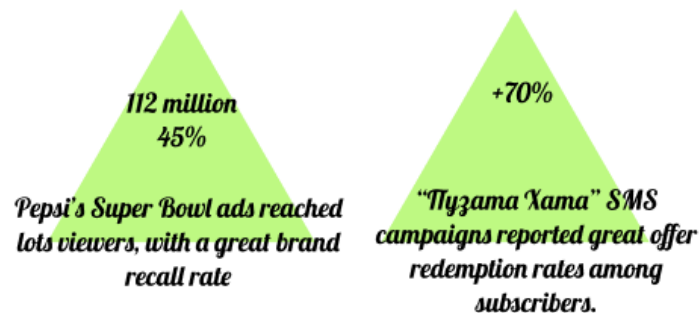


Fig. 26 – How “Marketing channels” helped business

Source – author’s development based on previous sources

6. Metrics and Analytics

- Creative advertising: success is assessed via qualitative metrics such as brand recall, consumer sentiment, and social media engagement.

Example: Heineken’s “Worlds apart” campaign [27]

While the campaign focused on fostering meaningful discussions, its success was measured through video views, social media shares, and audience sentiment rather than direct sales.

- Direct marketing: relies on quantitative data such as open rates, click-through rates, and conversion rates.

Example: HubSpot’s lead nurturing campaigns [28]

HubSpot tracks every email's performance in terms of engagement and conversion, allowing for real-time optimization and ROI clarity.

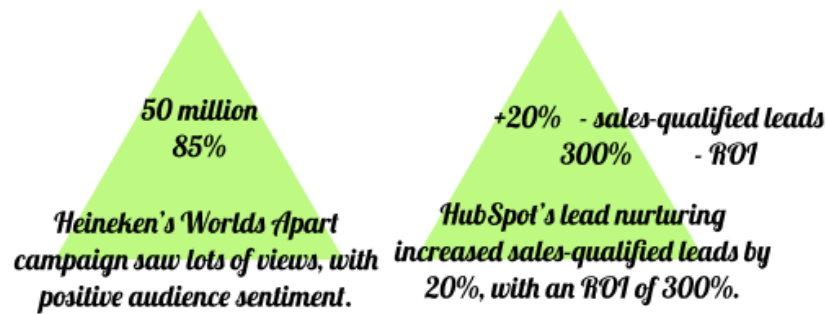


Fig. 27 – How “Metrics and Analytics” helped business

Source – author’s development based on previous sources

7. Integration opportunities

- Combining both strategies often produces the most impactful results. Businesses can attract attention with creative storytelling while using direct marketing to convert interest into tangible actions.

Example: Facebook ads and retargeting

A company might use a creative Facebook ad to spark interest and then follow up with direct retargeting ads offering personalized discounts or calls to action.

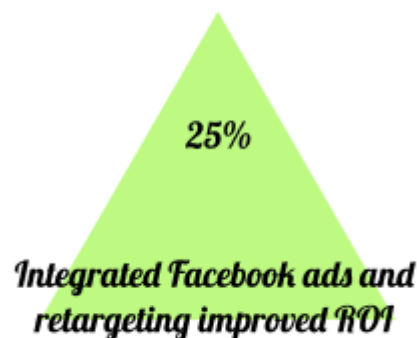


Fig. 28 – How “Integration opportunities” helped business

Source – author’s development based on previous sources

Local example: Ukrainian online stores like “Rozetka” frequently blend these approaches. Their creative YouTube ads emphasize brand values, while retargeting ads on Facebook and Instagram push customers toward immediate purchases.

By considering these factors and learning from successful case studies, businesses can tailor their strategies to maximize efficiency and effectiveness, ensuring they meet their short- and long-term goals. The next section provides detailed strategies to help businesses implement these insights.

3.2 Trends and innovations in advertising and marketing

The marketing landscape is rapidly evolving due to technological advancements and shifting consumer expectations. The integration of artificial intelligence (AI), big data analytics, and automation, alongside the growing dominance of social media and personalized approaches, has transformed how brands connect with their audiences. Below is an in-depth exploration of these trends, along with examples of their application.

1. The impact of modern technologies

- Artificial Intelligence (AI) is revolutionizing how businesses design, deliver, and optimize their marketing efforts.

Personalized recommendations: AI algorithms analyze consumer behavior to suggest products or services tailored to individual preferences. Example: Netflix's recommendation system. Netflix leverages AI to suggest movies and series based on a user's viewing history, increasing engagement and satisfaction.

Chatbots and customer service: AI-powered chatbots offer 24/7 support, resolving customer queries instantly and enhancing user experience. Example: H&M's chatbot on Kik. H&M uses an AI chatbot to assist users in creating outfits based on their style preferences, turning casual conversations into purchases [29].

Predictive analytics: AI predicts future trends and consumer needs, enabling brands to proactively design campaigns. Example: Amazon's inventory management. By analyzing purchase patterns, Amazon optimizes inventory levels and promotional offers, ensuring products meet anticipated demand [31, 35].

- Big Data empowers marketers to uncover deep insights into customer behavior and market trends.

Customer segmentation: big data allows precise categorization of audiences based on demographics, interests, and purchasing patterns. Example: Coca-Cola's loyalty program. Coca-Cola utilizes data from loyalty programs to better understand customer preferences and tailor campaigns accordingly.

Campaign optimization: real-time analytics help brands adjust campaigns for maximum efficiency. Example: Procter & Gamble's media spending. P&G leverages big data to allocate advertising budgets more effectively across various platforms, improving ROI.

- Automation streamlines repetitive marketing tasks, freeing teams to focus on creative strategy.

Email campaigns: automated tools schedule and personalize emails to engage customers at the right time. Example: Mailchimp's drip campaigns. Small businesses use Mailchimp to automate onboarding emails, ensuring consistent communication with new subscribers.

Social media management: platforms like Hootsuite and Buffer allow brands to schedule posts, track performance, and interact with audiences seamlessly. Example: Ukrainian Retailer Rozetka. Rozetka uses automated tools to maintain consistent social media engagement, posting regular updates and promotions.

2. The growing role of social media and personalized approaches

- Social media as a dominant marketing channel. Social platforms are no longer optional but essential for marketing success.

Influencer marketing: collaborating with influencers boosts brand credibility and reach. Example: Adidas and Social media influencers. Adidas partners with micro and macro influencers to promote new collections, directly engaging with niche communities.

Interactive campaigns: features like polls, quizzes, and live videos make audiences active participants. Example: Starbucks' red cup contest. Starbucks encourages users to share creative photos of their holiday-themed cups, turning customers into brand ambassadors.

Social commerce: integration of shopping features on platforms like Instagram and Facebook simplifies the path to purchase. Example: “Дари Моря” Instagram Shopping. The Ukrainian brand integrates Instagram shopping tags to allow customers to explore and order products directly from posts.

- Personalized marketing. Consumers increasingly expect tailored experiences, making personalization a key driver of engagement.

Dynamic content: brands create advertisements that adapt based on user preferences. Example: Spotify’s wrapped campaign. Spotify generates personalized music summaries for users, fostering emotional connections and social sharing.

Geo-targeted offers: location-based marketing delivers contextually relevant promotions. Example: McDonald’s geo-fencing campaign. McDonald’s sends location-based mobile offers to attract customers to nearby outlets.

User-Generated Content (UGC): Personalized campaigns often involve customers creating content for brands. Example: Shot on iPhone by Apple. Apple encourages users to share their best iPhone photos, blending authenticity with brand promotion.

3. Innovations driving future marketing

Voice search optimization: the rise of voice assistants like Alexa and Siri is shaping how brands approach SEO. Example: Domino’s Voice-Activated Ordering. Domino’s allows customers to order pizza via voice commands, aligning with consumer convenience trends.

Augmented reality (AR): AR enhances customer experiences by merging the digital and physical worlds. Example: L’Oréal’s virtual makeup try-on. L’Oréal’s AR tools let customers visualize how makeup products will look before purchase.

Blockchain in advertising: blockchain ensures transparency in ad spending, reducing fraud and enhancing trust. Example: Brave Browser’s ad system. Brave compensates users for viewing ads while offering brands direct access to engaged audiences.

The convergence of advanced technologies, social media dominance, and personalized approaches is reshaping the advertising and marketing landscape.

Businesses that leverage these innovations effectively can achieve deeper engagement, improve ROI, and maintain a competitive edge in an ever-evolving market. The subsequent sections will explore how companies can strategically implement these trends for sustainable growth.

3.3 Framework for optimizing marketing strategies

Developing an effective marketing strategy requires integrating the strengths of both creative advertising and direct marketing. By combining their unique capabilities, businesses can craft comprehensive campaigns that achieve both short-term and long-term goals. Below is a framework for optimizing marketing strategies, focusing on leveraging the advantages of each approach and designing synergistic campaigns.

1. Leveraging the strengths of creative advertising and direct marketing (table 3.1)

Table 3.1 - Strengths of creative advertising and direct marketing

<u>Strengths of Creative Advertising</u>	<u>Strengths of Direct Marketing</u>
<p>1. Building brand awareness: focus on storytelling and emotional connections to position the brand as relatable and trustworthy. Example: <i>Nike’s “Just Do It” campaign created a global brand identity while aligning with consumer aspirations.</i></p> <p>2. Fostering long-term loyalty: through consistent messaging and memorable visuals, brands maintain top-of-mind awareness. Example: <i>Coca-Cola’s holiday campaigns evoke nostalgia and tradition, strengthening emotional bonds with customers.</i></p>	<p>1. Driving Immediate Actions: direct calls to action (e.g., “Buy Now” or “Sign Up Today”) prompt measurable responses. Example: <i>Amazon’s email campaigns, tailored with product recommendations, encourage repeat purchases.</i></p> <p>2. Providing real-time feedback: metrics like open rates and conversions allow businesses to adjust campaigns dynamically. Example: <i>Ukrainian brand Rozetka uses SMS notifications for flash sales, maximizing engagement during limited-time events.</i></p>

2. Building combined campaigns

A hybrid strategy blends creative advertising's emotional appeal with direct marketing's precision and measurability (fig. 29).

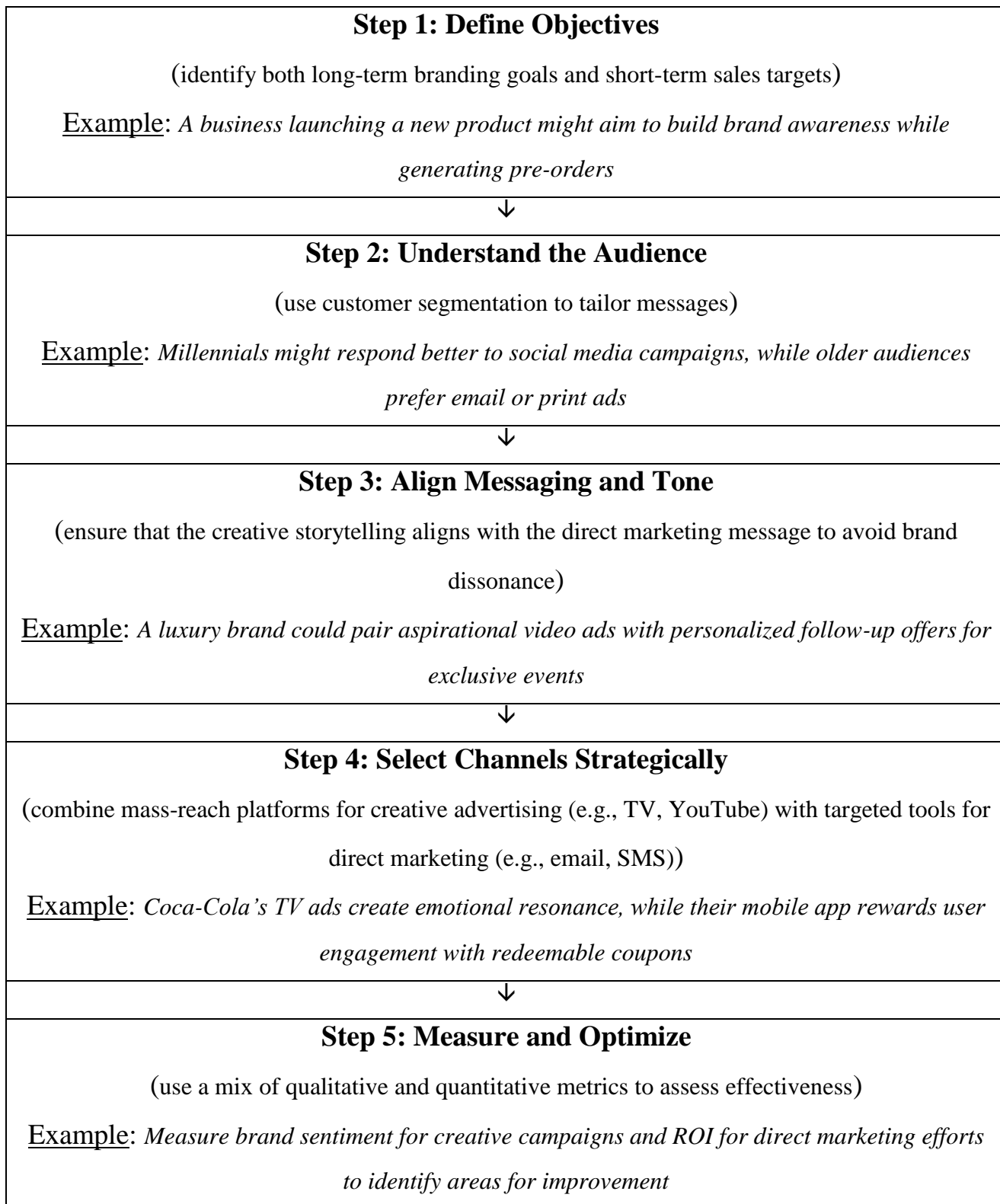


Fig.29 – Graphic shape of hybrid strategy

Source – author's development

3. Case Study: Integrating Approaches

- Retargeting with Social Media

Example: A beauty brand launches a video ad showcasing a new skincare line on Instagram (creative advertising). The campaign is followed by direct retargeting ads offering discounts to users who interacted with the video.

- Interactive Campaigns

Example: McDonald's runs a creative "Design Your Own Burger" contest, generating user content. Direct email follow-ups provide participants with personalized discounts to encourage purchases.

- Seasonal Marketing

Example: During the holiday season, a retailer combines heartfelt creative advertising on TV with direct SMS offers for last-minute deals, creating both emotional and transactional engagement.

An optimized marketing strategy embraces the strengths of both creative advertising and direct marketing. By focusing on clear objectives, audience insights, and integrated messaging, businesses can craft campaigns that resonate emotionally while delivering measurable results. This combined approach not only builds brand equity but also ensures sustainable growth and profitability. The final section will provide actionable steps for implementing this framework effectively.

CONCLUSION

This research explored the strategic integration of creative advertising and direct marketing, focusing on their individual strengths, combined potential, and implications for businesses in a competitive environment. Key findings and insights from the study are summarized below.

Creative advertising excels in building long-term brand awareness and emotional connections with audiences. By leveraging storytelling and emotional appeal, it creates a lasting impression that fosters loyalty. Conversely, direct marketing is designed for immediate action, offering measurable results such as sales, sign-ups, and clicks. Both approaches are valuable but cater to different stages of the customer journey.

The integration of creative advertising and direct marketing offers businesses the ability to engage consumers emotionally while driving tangible actions. Examples such as Coca-Cola's storytelling campaigns paired with targeted digital promotions highlight the potential of combining these strategies. Retargeting, personalized social media ads, and data-driven customer segmentation further enhance the effectiveness of integrated campaigns.

Emerging technologies like artificial intelligence, big data, and automation are transforming marketing. AI-driven tools enable precise targeting and personalization, while big data allows marketers to understand consumer behavior on a deeper level. Automation simplifies campaign management, improving efficiency and scalability. These innovations enhance both creative advertising and direct marketing, making integration more seamless.

Businesses should evaluate their target audience, campaign objectives, and available resources when choosing or combining marketing approaches. A balanced strategy that leverages the emotional appeal of creative advertising and the action-oriented focus of direct marketing is crucial. The framework proposed in this study provides actionable steps for achieving this balance.

Despite their benefits, both approaches face challenges. Creative advertising often requires significant investment and time to yield results, while direct marketing can sometimes feel impersonal or overly sales-oriented. The key lies in balancing frequency, personalization, and creative appeal to address these limitations effectively.

This study lays the foundation for further exploration into the integration of marketing approaches. Potential areas for future research include:

- The role of cultural differences in shaping consumer responses to integrated campaigns.
- The long-term impact of emerging technologies on creative advertising and direct marketing.
- Case studies focusing on SMEs and their adaptation to these marketing strategies.
- Exploring ethical concerns and consumer perceptions regarding data usage in targeted marketing.

In conclusion, this research demonstrates that the synergy of creative advertising and direct marketing is not only possible but also essential in today's competitive landscape. By embracing innovation and balancing these approaches, businesses can achieve sustainable growth, enhanced brand loyalty, and measurable outcomes.

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