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CREATIVE AS A DETERMINANT OF THE MARKETING COMMUNICATION TOOLS DEVELOPMENT

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As of today, the market for products and services is extraordinary competitive, and such an element of communication as advertising plays a key role. The consumer has to make his choice among the many options for products from the same group. The variety is so great that

It is very easy for a brand to lose loyalty even with the support of high quality goods. Survival in a world of fast-growing business and globalization entails constant competition for the buyer. All these factors are the main reasons why marketers have to resort to more and more creative and the latest, increasingly digitalized, ways to attract and retain customers. While traditional advertising is designed to perform a purely communicative function, ie simply informing potential consumers about the company's products or services, creative advertising is considered more memorable, it is designed to generate among consumers' trust, and over time, to create a kind of "fan group" around the advertised brand. Creative tools are becoming the main tool in the fight for the heart and wallet of the target audience. You can even say that it is vital for companies to monitor trends in the advertising market, look for opportunities to use creative strategies and innovate in the marketing and communications industry (Popova et al, 2020).

Researchers are very interested in understanding creativity in advertising services and its ability to generate increased audience attention, provide awareness of the advertised brands, form a favorable attitude and more (Mazurenko et al., 2021;

Bozhenko, 2021; Starchenko et al., 2021; Dudchenko, 2020; Yelnikova and Barhaq, 2020; Goncharenko and Lopa, 2020; Eddassi, 2020; Ziabina et al., 2020; Chukwu and Kasztelnik, 2021; Medani and Bhandari, 2019; Gallo et al., 2019). German scholars such as W. Reinartz and P. Saffert define "creativity" as "divergent thinking, namely the ability to find unusual and obscure solutions to the problem." One of the pioneers in the study of this concept was the American psychologist Ellis Paul Torrance, who developed the Torrance Creative Thinking Test (TTMT), which is used to assess people's ability to disagree directly in the business world. In the early 2000s, Torrance's activities were adapted for the advertising industry by Indiana University's communications researcher. Robert Smith and his colleagues. They also derived the definition of creativity for advertising as the extent to which advertising contains branded or executive elements that are different, new, unusual, original, unique, and so on (Letunovska et. al., 2019). Their goal was to measure creativity using only those factors that are most relevant to the advertising context. They agreed on five aspects of creativity in advertising services, namely: originality, flexibility, complexity, synthesis, artistic value.

It is also important to remember that creativity is not a must to separate from effectiveness, advertising must be productive and able to achieve its goals) Samoilikova, 2020; Yarovenko et al., 2020; Mazurenko and Tiutiunyk, 2021; Pimonenko et al., 2021; Kryvykh and Goncharenko, 2020; Matsenko et al., 2021; Lazorenko et al., 2021; Oleksich et al., 2021; Mamay et al., 2021; Taraniuk et al., 2020; Shkarlet et al., 2019; Vasilieva et al., 2017; Bublyk et al., 2017; Fila et al., 2020). However, when considering the concept of effectiveness of advertising creativity is confused with its consequences. Indeed, many researchers consider creative advertisements effective in achieving their goals simply due to the presence of creative elements in them.

However, the main reason why advertising scientists and practitioners are generally interested in studying advertising is to find an explanation for why some

campaigns are more effective in achieving their goals than others. To make efficiency a part of creativity itself is to eliminate its usefulness as an explanatory variable (Smith R., & X. Yang, 2004). However, studies by W. Reinartz and P. Saffert, which are to be measured perceived creativity by consumers formed a focus group to 288 analyze 437 German television advertising campaigns for 90 FMCG brands, which ran from January 2005 to October 2010, nevertheless confirmed the common view of creativity: more creative campaigns more significant (Smith T, 2020). Of course, the use of creativity differs by category, and certain types of creativity, on which may be emphasized by one of the parties, are not always the most effective for sales promotion.

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