

## MARKETING COMMUNICATIONS OF UKRAINIAN COMPANIES IN THE CONDITIONS OF THE CURRENT CHALLENGES CAUSED BY THE WAR<sup>2</sup>

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*Formulation of the problem.* Recently, the marketing communications of enterprises are in constant transformation due to the crisis of the domestic advertising market as a result of Russian aggression. The war in Ukraine has become the main challenge that worries the population of all the leading countries of the world and will affect their economic situation and consumer behavior. Under such conditions, enterprises need to optimize their advertising budgets, marketing communication channels in order to use resources most effectively and reach their own target audience. *The aim of the research* is to identify the main challenges of the business environment of enterprises, which arose as a result of Russian aggression, and to generalize trends in the use of marketing communications by enterprises. *The methods used* in the research: systematic and complex analysis, analytical approach, theoretical generalization and comparison, observation. *The main hypothesis* of the study is the assumption that the Russian military aggression in Ukraine became a powerful impulse in society and contributed to the formation of new values related to the formation of national identity and its protection. This, in turn, affected the nature of marketing communications and forced enterprises to review the set of communication tools and channels for the distribution of advertising messages. *Presenting main material.* The article defines the main changes that have taken place in the business environment of enterprises and in the behavior of consumers. It has been proven that in the conditions of a global economic crisis, a drop in the purchasing power of the population and uncertainty about the end of hostilities, companies optimize advertising budgets and look for new channels and tools to influence consumers. Because marketing communications are highly dependent on society's values and demands of the target audience, under the current conditions, the role of PR tools, the emotional component in brand promotion, orientation towards social responsibility, and common values in society will be strengthened in the marketing communication policy. Examples of successful use of the theme of patriotism in advertising of domestic enterprises are given. *The originality and practical significance* of the obtained results lies in the possibility of applying the provided recommendations to improve the marketing communication policy of enterprises. *Research conclusions.* The war in Ukraine became a major event that causes concern in most countries of the world, caused an economic crisis and influenced consumer behavior. Since the first days of Russian aggression, a demand for patriotic values has formed in Ukrainian society, and consumers prefer brands that promote them. Against the background of the general reduction of the advertising market in Ukraine, patriotic colors, slogans, and logos are present in the advertising campaigns of most enterprises and successfully influence consumers united around the idea of victory over invaders. At the same time, the prolongation of the military conflict can lead to the effect of "habituation" and a drop in the effectiveness of communication influence.

### Key words:

marketing communications, Russian aggression in Ukraine, consumer behavior, advertising market, patriotic advertising, communication channels.

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## МАРКЕТИНГОВІ КОМУНІКАЦІЇ УКРАЇНСЬКИХ КОМПАНІЙ В УМОВАХ СУЧАСНИХ ВИКЛИКІВ, СПРИЧИНЕНИХ ВІЙНОЮ

*Постановка проблеми.* Маркетингові комунікації підприємств останнім часом перебувають в постійній трансформації через кризу вітчизняного рекламного ринку в наслідок російської агресії. Війна в Україні стала тим основним викликом, який турбує населення всіх провідних країн світу і впливатиме на їх економічне становище і споживчу поведінку. За таких умов, підприємствам необхідно оптимізувати свої рекламні бюджети, канали маркетингових комунікацій з метою найбільш ефективного використання ресурсів і досягнення власної цільової аудиторії. *Метою статті* є ідентифікація основних викликів бізнес середовища підприємств, які виникли внаслідок російською агресією, та узагальнення тенденцій в застосуванні підприємствами маркетингових комунікацій. *Методи використані в дослідженні:* системного і комплексного аналізу, аналітичного підходу, теоретичного узагальнення і порівняння, спостереження. *Основною гіпотезою дослідження* є припущення що російська військова агресія в Україні стала потужним поштовхом в суспільстві і сприяла формуванню нових цінностей, пов'язаних із формуванням національної ідентичності та її захистом. Це в свою чергу вплинуло на характер маркетингових комунікацій і змусило підприємства переглянути набір комунікаційних інструментів і канали розповсюдження рекламних меседжів. *Виклад основного матеріалу.* В статті визначено основні зміни, що відбулись в бізнес – середовищі підприємств і в поведінці споживачів. Доведено, що в умовах глобальної економічної кризи, падіння купівельної спроможності населення і невпевненості щодо термінів закінчення військових дій, підприємства оптимізують рекламні бюджети і шукають нові канали і інструментів впливу на споживачів. Оскільки маркетингові комунікації дуже залежать від цінностей суспільства і запитів цільової аудиторії, за теперішніх умов в маркетинговій комунікаційній політиці відбуватиметься посилення роль інструментів PR, емоційної складової в просуванні брендів, орієнтація на соціальну відповідальність, спільні цінності в суспільстві. Наводяться приклади вдалого використання тематики патріотизму в рекламі вітчизняних підприємств. *Оригінальність та практичне значення* одержаних результатів полягає в можливості застосування наданих рекомендацій для вдосконалення маркетингової комунікаційної політики підприємств. *Висновки дослідження.* Війна в Україні стала основною подією, яка викликає занепокоєння у більшості країн світу, стала причиною економічної кризи і вплинула на поведінку споживачів. З перших днів російської агресії, в українському суспільстві сформувався запит на патріотичні цінності і споживачі надають перевагу брендам, які їх просувають. На тлі загального скорочення рекламного ринку в Україні, патріотичні кольори, слогани, логотипи присутні в рекламних кампаніях більшості підприємств і успішно впливають на споживачів об'єднаних навколо ідеї перемоги над загарбниками. Разом з тим, затягування військового конфлікту може привести до ефекту «звикання» і падіння ефективності комунікаційного впливу.

### Ключові слова:

маркетингові комунікації, російська агресія в Україні, поведінка споживачів, рекламний ринок, патріотична реклама, канали комунікацій.

**Formulation of the problem.** Recently, the marketing communications of enterprises are in constant transformation due to the crisis of the domestic advertising market as a result of Russian aggression. The war in Ukraine has become the main challenge that worries the population of all the leading countries of the world and will affect their economic situation and consumer behavior. Because of the war, the market of advertising and marketing services in Ukraine actually fell into a coma, shrinking by 95%. And according to forecasts, in 2022, its volumes will reach only 15%-35% of the indicators of 2021. Even under an optimistic scenario, if the wines run out in three months, 70% of companies operating in the advertising market will go bankrupt [1]. This drop is explained, on the one hand, by a reduction in orders from enterprises, due to

the economic crisis and a drop in business activity, and on the other hand, by the lack of opportunities to use the usual channels of advertising distribution, such as advertising in the mass media and outdoor advertising. In addition, consumer attitudes of the population do not contribute to purchasing activity.

Under such conditions, businesses need to optimize their advertising budgets and use new communication channels and marketing techniques to reach their target audience. The situation in which modern marketing services of enterprises found themselves requires further rethinking of the theory of marketing communications, taking into account modern changes in the environment of their functioning.

**Analysis of recent research and publications.** Theoretical issues of the essence and clas-





sification of marketing communication tools were investigated by scientists: J. W. Wiktor [2], Y. Romat [3], T. Prymak [4], T. Taranko [5]. When considering the essence of marketing communications, researchers pay attention to their social nature. In particular, there is Romat that marketing communications is one of the types of social communication, because outside the framework of human society, the existence of this type of communications is meaningless. [3, p. 8]. The works of F. Kotler [6], M. Oklander [7], I. Lytovchenko [8], S. Ilyashenko are devoted to the peculiarities of communications in the conditions of digitalization of society. [9], J. W. Wiktor [10], K. Sanak-Kosmowska [11]. In their research, they come to the conclusion that modern technologies significantly expand the possibilities of communication influence of enterprises on target consumers and complement the set of classic communication tools. In addition, it should be noted that the market of marketing communications is developing in conditions of rapid changes, which researchers are paying attention to. Thus, J. W. Wiktor offers a classification of online communication tools that are formed under the influence of a changing environment [10, p. 15].

Summarizing the views of scientists regarding the change in the nature of communication activities under the influence of digital technologies, the following trends can be noted, which fundamentally change the priorities of using communication tools and expand the capabilities of enterprises:

- globalization of challenges faced by the societies of different countries; global consumer values can be covered by global "messages" using global communications;
- increasing the role of consumer communities and the use of social networks;
- dissemination of ideas of social responsibility and sustainable development, peacekeeping, which are becoming more and more popular in the information space, and communication policy should take into account these trends;
- equal access to information channels of both the communicator and the communicant make the communication process more "transparent" and require its participants to play by the same rules;

At the same time, the problem of the impact of the current economic and geopolitical crisis on consumer behavior and marketing communications of enterprises requires further research.

**The purpose of the article** is to identify the main challenges of the business environment of enterprises, which were formed as a result of Russian aggression, and to generalize the trends in the use of marketing communications by enterprises.

**Presentation of the main material.** Marketing communications of enterprises depend on the business environment, which is formed under the influence of certain factors and is aimed at its own target audience of consumers. They should focus on the mood in society and the behavior of consumers, which affects their requests. Consumer requests are a reflection of the values that dominate society, their own needs and their purchasing power. The purchasing behavior of the consumer, from the point of view of willingness to spend one's own funds, is influenced by stability in society and the ability to predict circumstances.

According to Kantar Ukraine research, the war in Ukraine, rising inflation and the pandemic are among the biggest challenges faced by the world's population. In our opinion, the energy and food crisis, which developed recently and became a direct consequence of Russian aggression, should be added to them. These challenges are changing consumer behavior and it is important to understand the implications of these changes for brands and marketers to adjust their marketing programs and implement effective marketing communications. In fig. 1 shows the results of the sociological survey "Kantar Global Issues Barometer: the world in its own words", conducted by Kantar in 18 countries in April 2022. The survey involved 10,000 respondents from 18 countries, which accounted for 57% of global GDP in 2020 [12].

It is war that causes the greatest concern in each of the states involved in the study. She is mentioned not only in Europe, but also in South Korea and Japan. Europe is most concerned: 94% of Poles, 84% of Spaniards, 82% of French and 83% of Germans expressed concern. In the USA, such opinions are shared by 50% of the country's residents.

The cost of living crisis comes in second place as it has already affected the standard of living of 51% of people worldwide. Food bills increased the most in Poland, Spain, Germany, Brazil and African countries. While 45% of the population report that their household's financial situation is worsening, 65% believe that the overall economic outlook for their country is currently negative.

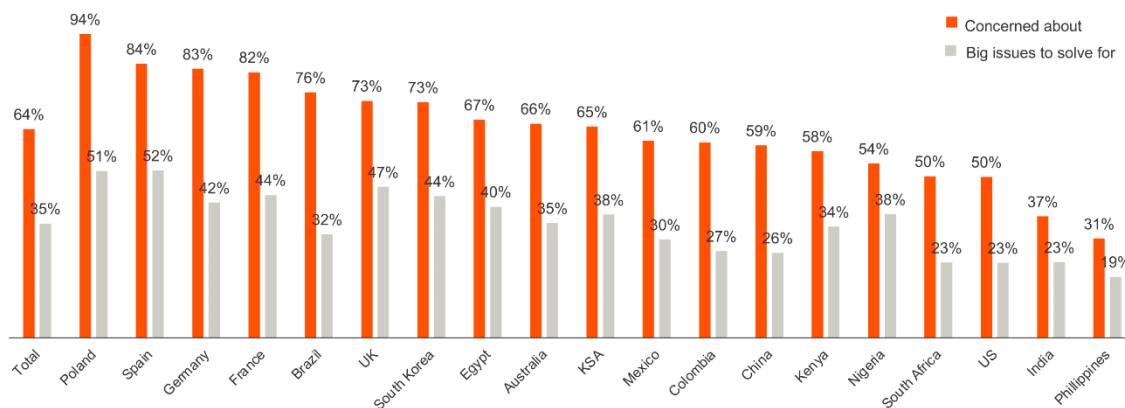


Figure 1 – The level of concern about war in the leading countries of the world  
 Source: Kantar research [12]

People are struggling to meet their living expenses: 44% of households worldwide are struggling to pay their monthly expenses and 8% are unable to meet their obligations. Five percent of households cannot afford basic necessities, 11% cannot afford household bills, and one in five cannot afford their car's fuel bill.

"Eco-anxiety" is in third place among modern challenges. More than half of people worldwide experience environmental anxiety. Two-thirds of the population believe that businesses have a responsibility to solve the climate crisis, while 79% of consumers want to buy environmentally sustainable products, but need brands to do more on affordability [12].

All of these challenges are close and understandable to Ukrainian society, since Ukraini-

ans have already felt the consequences of high inflation, which according to experts' estimates may reach 30% by the end of the year, and it may take decades to overcome the environmental consequences of the invasion of Russian troops.

It is expected that the reaction of Ukrainian residents to the war was even stronger. Table 1 shows the results of a study by the Gradus Research company, which was conducted in March 2022 by the method of self-completion of a questionnaire in a mobile application (1019 respondents aged 18 to 60 from various regions), regarding public attitudes to a full-scale invasion of Russian troops into the territory of Ukraine.

Table 1 – Emotions felt in connection with Russia's attack on Ukraine (by sex and age), % of responses

Emotions	All respondents	Men 489	Women 530	18-24 110	25-34 240	35-44 298	45-54 232	55-60 139
Anger	67	68	65	59	60	65	71	79
Tension	33	33	34	22	35	31	36	41
Irritation	31	34	29	29	31	30	30	39
Fear	28	17	39	21	25	30	30	35
Disappointment	19	20	18	32	17	20	13	19
Insult	18	17	18	21	20	18	13	19
Impotence	11	8	15	8	11	13	12	10
Panic	7	4	11	10	9	8	6	4
Brokenness	6	4	8	9	8	4	3	7
Surprise	3	4	3	7	4	2	2	4
Shame	2	2	3	6	3	2	-	3
They hesitate to answer	5	5	4	5	6	5	5	1

Source: Gradus company research [13]





The greatest emotional response is observed in women (fear, powerlessness, panic). It can be added that in the first months of the military aggression, everyone felt "confused", and in such a state, news sites became the most sought-after among consumers. In March, they were included in the first TOP - 25 popular sites in Ukraine. The Telegram channel broke into the top five, significantly increasing its coverage, it became a quick source of news and a platform

for exchanging information between citizens and state institutions [22].

The war affected the advertising activity of companies, forced to reduce advertising budgets, review the set of communication tools and channels of distribution of advertising messages. The advertising market of Ukraine in the last pre-war years showed steady growth, as evidenced by the data of the All-Ukrainian Advertising Coalition (Table 2).

Table 2 – Volumes of the media market of Ukraine in 2021 and the preliminary forecast for 2022 according, UAH million

Types and channels of advertising distribution	2021	% to 2020	Forecast 2022	Forecast % to 2021
TV advertising, everything (direct advertising, sponsorship)	13643	12,00	15600	14,00
Advertising in the press, everything (national, regional, specialized)	1599	9,05	1773	10,89
Radio advertising, all (national, regional, sponsorship)	855	19,00	1015	19,00
OOH (out-of-home) Media of all (outdoor, transport, DOOH (digital out of home), Indoor advertising)	4098	30,00	4769	16,00
Advertising in cinemas	26	30,00	35	35,00
Digital (Internet) Media advertising	10833	55,00	13510	25,00
Total advertising media market	31053	26,70	36702	18,20

Source: compiled by the author based on [14]

Despite optimistic forecasts for continued growth, the war hit the advertising market hard. According to Y. Savchuk, regional manager of digital marketing at GSK, very difficult times have come for the advertising industry, and the current crisis in the advertising market is the most significant since its existence. The significant reduction of the advertising market, which was discussed at the beginning of the article, is primarily related to the reshaping of broadcast programs of TV channels and the absence of advertising in the blocks of combined news, radio broadcasts, and the almost complete paralysis of outdoor advertising. According to my own observations, billboards in the Kyiv region were empty almost until June, or with remnants of January and February advertising. And even now, most of the advertising space is occupied by socio-patriotic, not commercial advertising. According to experts, the market will remain in this state for quite a long time and recovery is possible only in October 2022-March 2023 [1].

Russian military aggression in Ukraine became a powerful impulse in society and contributed to the formation of new values related to the formation of national identity and its protection. This, in turn, affected the values and requests of individual consumers. That is why, since the first

days of Russian aggression, a demand for patriotic values has formed in Ukraine, and consumers prefer brands that demonstrate them. Against the background of the general reduction of the advertising market in Ukraine, patriotic colors, slogans, and logos are present in the advertising campaigns of most enterprises and successfully influence consumers united around the idea of victory over invaders. And if earlier the theme of patriotism was more used in social advertising, now it has acquired a mass character.

Under such conditions, marketing communications increasingly acquire the character of social communications. Y. Romat, with reference to J.W. Wiktor, notes that the main functions of social communication are: 1) informative (transfer of information); 2) expressive (the ability to express not only semantic, but also evaluative information); pragmatic (the ability to convey a communication attitude that allows you to influence the recipient in a certain way) [3, p.11, 2, p.85]. Modern marketing communications in Ukrainian society unite target consumers around common national values. Therefore, during the war, it is extremely important for companies and brands to express their civic position and their attitude to the current events taking place in the country. As our own research has



shown, Ukrainian consumers, especially young people, perceive such manifestations of patriotism in marketing communications very positively. Among the most memorable examples of patriotic advertising, respondents - representatives of the student audience more often than others mentioned Monobank (the first virtual bank in Ukraine), which changed the design of its cards already on the fourth day after the beginning of the war (Figure 2).

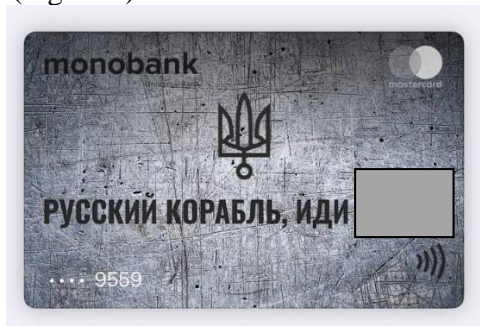


Figure 2. New design of Monobank cards  
Source: [16]

Among the successful examples of the use of the theme of patriotism in marketing communications, it is possible to mention the change of the name of the company "Halychyna" (Figure 3).



Figure 3. Products of the Halychyna company on supermarket shelves  
Source: [17]

As the marketing director explains this step, "the company was inspired by Ukrainian unity and decided to implement this idea in its products. Now the brand "Halychyna" has become Poltava Oblast, Donbass and all historical regions of the country. Because now there is no separate self for Ukrainians. Now everyone is one big we. And during this time, Ukrainians have repeatedly proven that they are ready to protect each other and unite for a common goal" [17].

Most often, patriotic advertising is embodied in the name of products, placed on packaging, on company websites, in cities of direct contact with consumers. For example, the Lviv restaurant - pizzeria La Piets offers "Javelina" pizza (Figure 4), and the Lykhachov meat processing plant of the Kharkiv region decided to rename its products after the Russian occupation - now the manufacturer's assortment includes "Javelinka" sausages and "Bayraktarchiki" sausages. The company "Rodynna kovbaska" (Lviv region) renamed its cheese-smoked sausage "Moskovska" to "Podilska", while the Kyiv cheese factory developed a recipe and set up the production of a new cheese, which was named "Chernobayivka" [18].

The patriotic nature of marketing communications during the war plays the role of forming a positive emotional background, which is referred to in the model of the communication pyramid proposed by K. Bove and V. Arens [20]. According to her, the process of receiving communication signals by the addressee is divided into three stages: the stage of informing, the stage of forming a positive emotional background, and the stage of action. At the first stage, the consumer moves along the chain of "ignorance - awareness - knowledge"; at the second stage, commitment and conviction in the right choice is formed; in the third stage there is a purchase and re-purchase.

The topic of patriotism will remain relevant both in Ukrainian and European society in the near future, as the military threat is the biggest challenge on the European continent in the last 75 years. Along with this, there will be a strengthening of the role of PR tools, an emotional component in promoting brands, an orientation towards social responsibility, and common values in society.

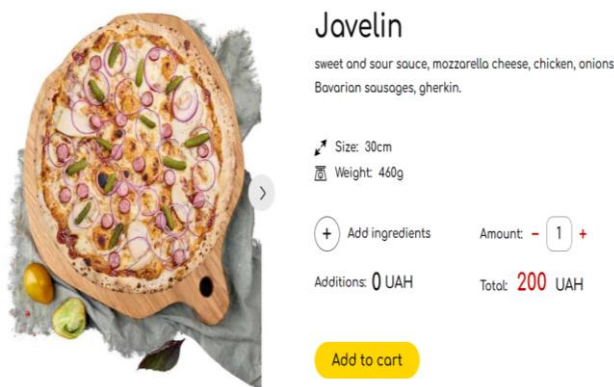


Figure 4. The offer of pizza in the menu of La Piets restaurant  
Source: [19]





**Conclusions and prospects for further research.** The conducted research made it possible to determine the following main trends in the use of marketing communications during the Russian aggression in Ukraine:

- there is a strengthening of the emotional component of advertising messages. The themes of patriotism, solidarity, assistance to the army, social cohesion in the struggle for independence and territorial integrity of Ukraine come to the fore;

- the social responsibility of brands is strengthened. According to experts' estimates, 55% of consumers pay attention to the social component of business, and 70% are ready to overpay for a product whose manufacturer treats the environment with care [21]. This is consistent with the so-called challenge of society "eco-anxiety", which is mentioned in the article.

- against the background of the reduction of advertising budgets and the activity of advertising agencies, the role of reputational factors and the use of PR is increasing;

- in order to optimize the costs of marketing communications, due to the reduction of entertainment television programs and the migration of the target audience of companies, digitization and multichannel are being activated. The influence of influencers and bloggers is increasing.

Further research will focus on studying and detailing these trends and changes in marketing communications.

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