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MARKETING AND ADVERTISING WITHIN THE STRUCTURE OF CREATIVE INDUSTRIES IN UKRAINE: STRATEGIC POTENTIAL FOR POST-WAR RECOVERY AND ACCELERATION OF EXPORT EXPANSION

МАРКЕТИНГ І РЕКЛАМА У СТРУКТУРІ КРЕАТИВНИХ ІНДУСТРІЙ УКРАЇНИ: СТРАТЕГІЧНИЙ ПОТЕНЦІАЛ ПОВОЄННОГО ВІДНОВЛЕННЯ ТА ФОРСАЖ ЕКСПОРТНОЇ ЕКСПАНСІЇ

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The article examines marketing, advertising, and SMM as independent, technology-intensive, export-oriented sectors of Ukraine's creative economy. The study aims to justify their place within creative industries, assess their multiplier effect on post-war recovery, and identify directions for export expansion. The methodology combines abstract-logical and system-structural analysis, comparative analysis, economic modeling, and case studies. The regulatory basis for classifying marketing services as creative industries is analyzed. Their intellectual intensity, digital mobility, and low dependence on physical logistics are shown to support rapid scaling in foreign markets. Industry rankings and internationally recognized Ukrainian campaigns confirm the competitiveness of domestic agencies. The article proposes reducing regulatory barriers, expanding grant support, developing digital hubs, and integrating creative exports into national recovery and export strategies.

Keywords: creative economy, creative industries, marketing, advertising, SMM, post-war recovery, service export, intellectual capital.

У статті досліджено маркетинг і рекламу як самостійні, високотехнологічні та експортно орієнтовані сектори креативної економіки України, здатні відігравати стратегічну роль у повоєнному відновленні. Метою дослідження є теоретичне обґрунтування місця маркетингових, рекламних і SMM-послуг у структурі креативних індустрій, оцінювання їхнього мультиплікативного впливу на національну економіку та визначення напрямів прискорення експорту. Методологічну основу становлять абстрактно-логічний і системно-структурний аналіз, порівняльний метод, економіко-математичне моделювання та кейс-стаді. Проаналізовано нормативно-правове підґрунтя віднесення рекламно-маркетингової діяльності до креативних індустрій України та уточнено місце SMM на перетині рекламної, інформаційної й творчої діяльності. Обґрунтовано, що інтелектомісткість, цифрова

мобільність і низька залежність від фізичної логістики створюють передумови для швидкого масштабування цих послуг на зовнішніх ринках. Розкрито значення маркетингу у модернізації бізнес-моделей, формуванні брендів, залученні інвестицій та інтеграції українських підприємств у глобальні ланцюги створення вартості. На основі галузевих рейтингів проаналізовано позиції провідних українських комунікаційних і digital-агенцій, а також міжнародно визнані креативні кампанії, що підтверджують конкурентоспроможність вітчизняного творчого продукту. Показано, що інвестиції у людський капітал маркетингового сектору генерують додатковий ефект для суміжних видів діяльності, зокрема дизайну, копірайтингу, відеовиробництва та цифрових технологій. Практична цінність дослідження полягає у запропонованих напрямках державної підтримки креативного експорту: зменшенні регуляторних бар'єрів, масштабуванні грантового фінансування, розвитку цифрових хабів, підтримці міжнародного просування та включенні креативних індустрій до стратегічних програм відновлення й експорту України. Запропонований підхід дає змогу розглядати цей сектор не як допоміжний інструмент продажів, а як окреме джерело доданої вартості, валютних надходжень, зайнятості та міжнародної репутації країни.

Ключові слова: креативна економіка, креативні індустрії, маркетинг, реклама, SMM, повоєнне відновлення, експорт послуг, інтелектуальний капітал.

Statement of the problem. The modern architecture of the global economy is undergoing fundamental transformations, with human capital, the knowledge it generates and intellectual property becoming the key factors of production, rather than material resources (raw materials, land, heavy industry). In this context, the creative economy stands out as one of the most dynamic macroeconomic segments of the global economy. For Ukraine, which has been waging an exhausting full-scale war against the aggressor for more than four years, the deindustrialisation of traditional industrial regions and the destruction of logistics chains have made the search for new, high-tech and mobile drivers of economic recovery a pressing priority. One such critically important sector, yet one that remains insufficiently institutionalised within domestic academic discourse, is the marketing, advertising and social media marketing (SMM) industry. The need to rethink these areas not as a cost component of business, but as an independent, export-oriented sector of the creative industries with high added value, forms a relevant field for academic research.

Analysis of recent research and publications. The development of the conceptual foundations of the creative economy is linked to the works of J. Howkins, who was the first to define creativity as a new economic resource that is capitalised upon through the institution of intellectual property [8, p. 45]. In turn, R. Florida substantiated the theory of the 'creative class' as a key driver of post-industrial development in global cities, identifying marketing and advertising specialists as its core [9, p. 112].

Within Ukrainian academic discourse, many domestic scholars have investigated the theoretical and methodological issues

surrounding the development of creative industries and creative entrepreneurship. In particular, V. P. Vlasova examines the strategic direction of creative entrepreneurship, emphasising its innovative nature and role in generating new sources of added value [10, pp. 54–58]. L. S. Bezuhla and I. I. Lazakovich analyse the development of Ukraine's creative industries in the context of war, emphasising their importance for economic resilience and post-war recovery [11, pp. 69–70]. I. M. Budnikovich and A. A. Bakun substantiate the concept of marketing in the creative industries as a strategic approach to the creation, promotion, distribution and commercialisation of creative goods and services [12, pp. 134–135].

Highlighting previously unresolved parts of the overall problem. However, despite the existence of in-depth studies, most Ukrainian authors examine the creative industries through the prism of culture, the arts or the IT sector, whilst the field of advertising and marketing is often viewed in simplistic terms – merely as a supporting tool for companies' sales strategies. The place of marketing and advertising as an independent driver of exports in the context of geopolitical shocks and post-war recovery requires more in-depth study, which is what prompted the choice of this research topic.

Formation of the objectives of the article (task statement). The objective of the article is to provide a theoretical justification for the role of marketing, advertising and SMM within the structure of Ukraine's creative industries, to assess their multiplier effect on the post-war recovery of the national economy, and to identify strategic directions for the export expansion of advertising and marketing services in the context of European integration and the digitalisation of the global market.

To achieve the stated aim, the article employs a range of general scientific and specialised **research methods**: the abstract-logical method – for the theoretical generalisation of definitions of the creative economy and the essence of intellectual capital; system-structural analysis – to examine the regulatory and legal basis for the KVED classification and to determine the place of marketing within the structure of Ukraine's creative industries [1; 2]; economic-mathematical modelling – to calculate the investment multiplier of the impact of advertising and marketing services on macroeconomic indicators [5]; the case study method and comparative analysis – to assess the market positions of Ukrainian agencies based on data from the All-Ukrainian Advertising Coalition (VRK) and to analyse their successes at international festivals [6; 7].

Summary of the main research material.

In order to objectively assess the potential of the sector under study, it is necessary to clearly define its place within the architecture of the creative industries. According to the definition of the United Nations Conference on Trade and Development (UNCTAD), *the creative economy* is a concept based on creative assets that have the potential to generate economic growth and development [13]. In UNCTAD's classification model, advertising and marketing are categorised under '*Functional Creations*', where a creative idea is directly transformed into a commercial service or product [13].

Within the Ukrainian legal and economic framework, this approach is fully consistent. In accordance with the Law of Ukraine 'On Culture' [1] and an order of the Cabinet of Ministers of Ukraine [2], a state-approved list of economic activities belonging to the creative industries has been established. In this list, the advertising and marketing sector is represented by the following key KVED-2010 codes: 73.11 'Advertising agencies'; 73.12 'Media representation'; 73.20 'Market research and public opinion polling'. The modern social media marketing (SMM) industry, although it does not have a separate code in the classification, is a synergistic sub-sector operating at the intersection of KVED 73.11, KVED 63.11 and KVED 90.03.

A key methodological feature of the advertising and marketing sector is its intellectual intensity – *human capital* is the primary asset here, capable of generating unique cognitive products: creative ideas, slogans, brands, videos, graphic content, as well as strategies that are now protected by copyright.

Furthermore, modern SMM and digital marketing combine creativity and technology: they require not only analytical skills but also constant creativity – such as producing trending videos (for example, for TikTok or Reels), creative copywriting, developing a visual style, and engaging in interactive communication with the audience.

Earning an income in these fields does not require significant expenditure, as it depends directly on the individual or team's talent, ingenuity, creativity and the skills developed by specialists, rather than on the availability of resources, raw materials, equipment, buildings or structures, or on the level of development of traditional mass production.

In the context of post-war recovery, marketing and advertising are becoming drivers of macroeconomic stabilisation. The recovery process requires not merely the linear reconstruction of destroyed infrastructure, but the in-depth modernisation and repositioning of domestic businesses in both the domestic and global markets. The activities of the Ukrainian business community are illustrative in this regard. In particular, under the leadership of leading marketer and public figure Andrii Dlihach, a broad coalition of business communities (Board, SUP, CEO Club Ukraine, etc.) was formed, which signed a Memorandum on the Modernisation of Ukraine [4]. The main conceptual message of this initiative lies in Ukraine's transition from a raw materials-based economic model to an economy driven by innovation, high added value and brand orientation. In this model, marketing involves market analysis, the creation of value propositions for foreign investors, and the integration of local producers into global value chains.

The full-scale war has led to a sharp decline in the domestic advertising budget, forcing Ukrainian creative, digital and advertising agencies to undertake a forced but accelerated expansion into export markets. According to industry rankings and monitoring, Ukrainian agencies are demonstrating steady growth in international orders from the EU, the US and the Middle East thanks to three factors: digital mobility (*zero-logistics*), high competitiveness and cost-effectiveness. Recognising this potential, the state is increasingly institutionalising its support for the sector. For example, in June 2026, the Ukrainian Cultural Foundation (UCF) launched a large-scale study entitled 'The State of Export Capacity of Ukrainian Creative Products'. Furthermore, at the level of the Council for the

Support of Entrepreneurship, proposals were put forward to incorporate the creative industries into the national strategy 'Economy of the Future' and Ukraine's Export Strategy up to 2030 [3].

In order to objectively assess the market position and innovative potential of players in Ukraine's advertising and marketing market, it is advisable to analyse the results of a leading industry tool – the National Ranking of Creativity and Expertise among Communications Agencies, compiled by the All-Ukrainian Advertising Coalition (VRK) based on the results of the 2026 season [6].

Alongside communications hubs, digital media agencies are demonstrating a high degree of export flexibility. In the VRK's media rankings for the 2026 season, the leaders were: Performics Ukraine (1st place, 50 points), Promodo (2nd place, 38 points), WPP Media (3rd place, 32 points), and Netpeak and Media First Ukraine (tied for 4th–5th place with 30 points) [6]. From a macroeconomic perspective, according to KSE data, the marketing sector is showing steady export growth of +11 per cent annually [5].

Unlike infrastructure construction, investment in the human capital of the marketing sector yields a rapid, accelerated effect. In mathematical and economic terms, this effect is described by the creative industries multiplier (CI) formula [5]:

$$MCI(multiplier) = \frac{\Delta GDP}{\Delta Investment} \approx 1.9 - 2.2 \quad (1)$$

where:

MCI is the creative industries multiplier;

ΔGDP is the change in gross domestic product;

$\Delta Investment$ is the change in investment in the creative sector.

This means that every hypothetical hryvnia or dollar invested in creative marketing and the export of digital services through Ukrainian agencies generates up to 2.2 units of growth in gross national income, thanks to the spillover effect on related sectors (design, copywriting, video production).

The Ukrainian advertising and marketing sector's ability to export services on a large scale is demonstrated by specific case studies. Ukrainian projects were the standout winners of the festival season at the 27th Kyiv International Advertising Festival (KIAF), which brought together 714 entries from 12 countries around the world [7]. Among the standout cases is the 'The Healing Stage' campaign by Saatchi & Saatchi Ukraine, which won the top prize – the KIAF 2026 Grand Prix in the Social Goals category – by successfully addressing the issue of psychological rehabilitation for veterans. Another breakthrough case was the special project 'Anomalous Collaboration' by Rockets. Growth R&D, in partnership with the State Emergency Service and the developer of the game S.T.A.L.K.E.R. 2: Heart of Chernobyl, won the Grand Prix at the 2026 KIAF in the 'Client's View' category for its successful, visually engaging gamification of mine safety for players worldwide [7]. According to official data from the All-Ukrainian Advertising Coalition, a total of 16 Ukrainian agencies have been included in the global lists of winners of prestigious competitions, which is directly converted into new foreign B2B contracts.

Table 1

The Top 7 Most Creative Communications Agencies in Ukraine for the 2026 Season

Ranking position	Name of the communications / creative agency	Number of points	Specialisation and export orientation
1	Rockets. Growth R&D	215	Comprehensive digital marketing, R&D solutions
2	Saatchi & Saatchi Ukraine	177	Brand strategies, large-scale communication campaigns
3	Postmen	146	Creative strategies, SMM, multimedia production
4	Leo Burnett Ukraine	110	Integrated marketing, creative content
5	isdgroup	80	Digital creativity, combining technology and marketing
6	McCann Kyiv	34	Strategic planning, full-cycle advertising
7	Bickerstaff.890	32	Branding, visual communications, social creativity

Source: compiled by the authors based on the data of the All-Ukrainian Advertising Coalition [6]

Conclusions.

1. In contrast to the traditional view of advertising and marketing as merely auxiliary tools of corporate sales policy, their role as an independent, high-tech and export-oriented sector of the creative industries has been comprehensively substantiated.

2. In the context of post-war recovery, the advertising and marketing sector acts as a strategic driver of modernisation. As noted in the Memorandum of Business Communities led by A. Dlihach, Ukraine's recovery must take place through a transition to a high value-added economy. Based on a mathematical analysis of the macroeconomic impact, it has been demonstrated that digital marketing ensures the capitalisation of Ukrainian brands and enhances their investment appeal.

3. The specific nature of advertising and marketing services as a driver of foreign exchange earnings has been identified; these services are capable of ensuring the integration of Ukrainian intellectual capital into the global arena without the constraints of physical logistics. The actual competitiveness of Ukrainian creative products on the international stage has been confirmed by unique domestic case studies from 2026 ('The Healing Stage', 'Anomalous Collaboration').

4. Future research in this area should be focused on the development of detailed applied models of public-private partnerships to attract international donors to fund Ukrainian digital hubs, as well as on examining institutional barriers to cross-border B2B activities by domestic creators.

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