

# CREATIVITY IN DIGITAL MARKETING

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**Abstract.** The *purpose* of this paper is to explore the significance of creativity in digital marketing and its impact on the success of marketing campaigns. The present article aims to explore the concept of creativity in digital marketing, to evaluate its impact on campaign success, and to identify the key elements that make these campaigns effective. This work provides a comprehensive definition of creativity in digital marketing and its impact on the success of marketing campaigns. *Methodology.* Adopting an innovative approach to advertising and leveraging digital channels has been demonstrated to enhance brand recognition, attract target audiences, and foster robust emotional connections with consumers. As a component of the study, a survey was conducted, encompassing interviews with 92 individuals, with the objective of ascertaining the impact and application of creativity in marketing campaigns. This facilitated the acquisition of profound insights into the manner in which consumers perceive and respond to creative advertising appeals, and the elements that render these campaigns effective. *Results.* In the course of the study, an advertising banner was developed for the Nike sports brand. This facilitated the practical application of the studied creative principles and the assessment of their impact on audience engagement and interaction. The creation of the banner was informed by the prevailing trends in design and digital marketing, thus serving as a prime exemplar of the integration of creativity and marketing strategy. *Value / Originality.* The authors also analyse how creativity influences consumer behaviour and brand loyalty, and demonstrate the creative advertising created for the company, emphasising its importance in building long-term relationships with customers in the modern world.

**Keywords:** creativity, digital marketing, individuality, originality, content, advertising, marketing campaigns.

**JEL Classification:** O31, M31, M37, D12

## 1. Introduction

The contemporary digital marketing environment is undergoing rapid development due to technological innovations and evolving consumer preferences, thereby generating unparalleled opportunities for the utilisation of creativity as a pivotal element in the effective promotion of products and services. The novelty of this topic is predicated on the integration of innovative approaches to content creation and the use of emotional components. This allows a brand to stand out in a saturated market and to establish a deep connection with its target audience. The pertinence of scientific decisions in this domain is substantiated by the necessity to adapt marketing strategies to the evolving conditions of the contemporary market, thereby prompting the advancement of digital technologies and methodologies for analysing consumer behaviour.

The objective of the present study is twofold: firstly, to analyse the role of creativity in digital marketing as a tool to ensure the competitiveness of brands; and secondly, to identify the key factors contributing to the successful implementation of innovative marketing campaigns. In order to achieve this objective, the following research tasks were formulated:

- To identify the main concepts and approaches to the use of creativity in digital marketing.
- To analyse successful cases of using innovative marketing strategies on the example of leading global and Ukrainian companies.
- To assess the impact of creative advertising solutions on emotional interaction with consumers and the formation of their loyalty.
- To develop recommendations for integrating creative approaches into digital marketing strategies,

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taking into account the specifics of the target audience and market conditions.

The research methodology is based on a comprehensive approach that includes both theoretical analysis of the scientific literature and existing marketing concepts, as well as empirical research using questionnaire methods, case-study and comparative analysis. The data was collected via online surveys administered to marketing specialists and consumers, thus facilitating the acquisition of objective insights concerning the efficacy of creative solutions in digital campaigns.

Consequently, the integration of creative approaches into digital marketing is not only a topical topic from a scientific point of view, but also an important tool for achieving competitive advantages in the modern market. This contributes to the formation of stable emotional ties with consumers and ensures the success of brands on a global scale.

## 2. Digital Marketing Values and Tools

Digital marketing, a pivotal component of contemporary business strategies, employs digital channels, platforms and technologies to promote products and services. Digital marketing, also known as online marketing, is a term used to describe the promotion of goods and services through the use of digital technologies. The objective of digital marketing is to attract potential customers and encourage them to become consumers (Vinogradova, 2019). Digital marketing is distinguished by its adaptability, its capacity for personalisation of messages, and its capacity to measure the effectiveness of campaigns. Consequently, it has become an integral part of the modern business environment.

Digital marketing has not been developed as a substitute for traditional marketing methods. Instead, both types of marketing must coexist

with interchangeable roles in the customer's path (Muntyan, 2021). In the initial phase of interaction between companies and consumers, traditional marketing exerts a predominant influence in the formation of awareness and interest. However, as this interaction evolves and customers' desire for closer communication with brands grows, the importance of digital marketing increases. Digital marketing is predicated on the stimulation of action and the maintenance of customer loyalty. Digital marketing, which is characterised by greater control and responsibility in comparison with traditional marketing, focuses on specific outcomes.

The field of digital marketing encompasses a broad spectrum of techniques and tools, including search engine optimization (SEO), content marketing, social media marketing, email, mobile marketing and online advertising. It is evident that one of the most significant trends of the 21st century is the growing influence of information technology and the Internet on the development of marketing. The advent of technology and the digital age has precipitated profound transformations in the realm of marketing, thereby augmenting its potential and necessitating a recalibration of the instruments employed to achieve corporate objectives.

It is important to note the key aspects of using these digital marketing tools, their advantages and successful results of application on the examples of world companies.

With regard to the data presented in the table, it is evident that each of these tools possesses distinct advantages and can be utilised to achieve specific marketing objectives, as evidenced by the successful case studies of leading global companies. However, within the context of marketing campaigns, creativity assumes a pivotal role in determining the success of these initiatives. Irrespective of the tool or platform selected, a creative approach enables brands to

Table 1

**Key digital marketing tools**

Tool	Key aspects of use	Advantages	Successful application examples
Search Engine Optimisation (SEO)	Increase site visibility in search engines	Organic traffic, long-term effect	Google: optimising its own search services
Content marketing	Create and distribute valuable content to attract audiences	Attracting new and retaining existing consumers	Coca Cola Company: creating exciting content that creates an emotional connection with consumers
Social media marketing	Using social platforms to engage and engage with audiences	High interaction, target audience, wide coverage	Nike: effective campaigns in social networks that give positive results
Email marketing	Send personalised messages and/or suggestions	High conversion, personalisation	MailChimp: using innovative e-marketing strategies
Mobile marketing	Marketing through mobile devices, including SMS, mobile applications, etc.	Broad reach, personal approach	Starbucks: using a mobile application for a loyalty program
Online advertising	Advertising in the format of banners, videos, PPC (payment per click) and other formats on the Internet	Quickly reach target audience, scale	Amazon: effective use of PPC advertising to increase sales

differentiate themselves from competitors, establish an emotional connection with the audience and facilitate more profound and personalised engagement.

### 3. Innovative Ideas and Creative Approaches in Digital Marketing

Creativity in marketing can be defined as the capacity to formulate original, innovative concepts that guarantee the distinctiveness of the brand and its products and services. This approach encompasses not only the creation of something novel and unconventional, but also the utilisation and integration of available data, with a focus on psychological aspects, to captivate and sustain the audience's attention.

The process of creativity in marketing necessitates a comprehensive understanding of the needs and expectations of the target audience, as well as the capacity to align these with the values of the company and its objectives. It is evident that this concept manifests in diverse forms, encompassing visual design, copywriting, content distribution strategies and social media marketing campaigns. A creative approach in marketing campaigns can include the innovative use of graphic design, video, interactive elements, personalised messages and original advertising ideas.

Creativity in digital marketing is defined by two key characteristics: flexibility and the ability to quickly adapt to changes in consumer preferences and technological innovations.

The transition from a theoretical understanding of creativity in digital marketing to its practical application involves the consideration of specific examples of successful marketing campaigns.

The initial example is the project of the Austrian energy drinks company Red Bull, namely "Red Bull Symphonic", which involved the participation of Metro Boomin. This project achieved significant success in the realms of music and digital marketing. The artist's physical performance at the Dolby Theatre in Los Angeles is worthy of note, yet it is imperative to acknowledge that his significance and influence extend far beyond the performance itself. The event saw the convergence of prominent hip-hop producer Metro Boomin, distinguished conductor Anthony Parther, and the 45 members of the orchestra, along with a significant number of visitors. Collectively, these individuals contributed to the creation of a remarkable performance (Baker, 2023). According to the conclusions of the world media, the audience's reaction was one of unanticipated elation, which manifested as a spontaneous exclamation of joy (Horowitz, 2023; Mamo, 2023).

The efficacy of digital marketing tools, such as video platforms and social networks, was instrumental in disseminating the perception of this distinctive

event. The ubiquity of performance availability on YouTube and other music streaming platforms has facilitated the participation of individuals from diverse geographical locations, thereby transcending physical boundaries. This strategy not only facilitated Red Bull's communication with a broad audience, but also fostered opportunities for interaction with listeners worldwide.

For Red Bull, which initiated the Red Bull Symphonic project, the use of this type of digital marketing activity has become a very strong means of increasing brand awareness and attracting new consumers.

The presentation of performances on popular platforms not only served to increase the level of interest in the brand, but also served to strengthen its connection with culture and art. This event demonstrates how creativity, innovation and digital marketing strategies can create a profound and lasting impact, as well as bring positive financial and reputational results.

The second example is that of the Ukrainian company of gas stations WOG, which, in their social networks, used an advertising campaign and demonstrated an unusual approach to digital marketing, emphasising their creativity and innovative message. At the core of the campaign is an engaging and humorous commercial, where a colossal hot dog is depicted as the driver of a genuine truck, set against the backdrop of a gas station (Figure 2a).

This visually appealing image not only captures attention and elicits a smile, but also effectively conveys the primary message of the campaign: namely, that at the network of cafes situated at WOG gas stations, customers can purchase delicious and substantial hot dogs. The employment of such a vivid image in the context of advertising is in alignment with contemporary trends in digital marketing, wherein the emphasis is not solely on providing information about the product, but also on evoking emotional resonance and fostering a positive experience among the audience, thereby engendering a desire to visit a café within one of the company's complexes or fuel stations.

The following example is drawn from the American cruise company Royal Caribbean International's advertising campaign for Mother's Day. The campaign employed a series of "mother's phrases" related to experiences that can occur during a cruise. For instance, the question "If your friend engages in an action, will you engage in the same action?" is a classic example (Figure 2b). The company was not a "pioneer" of the idea, but adapted the content to the market of each specific country, taking into account the general concept and mentality. In this particular instance, it can be argued that this constitutes an effective illustration of the utilisation of digital marketing





**Figure 1. Red Bull Symphonic with Metro Boomin**

Source: (Baker, 2023)

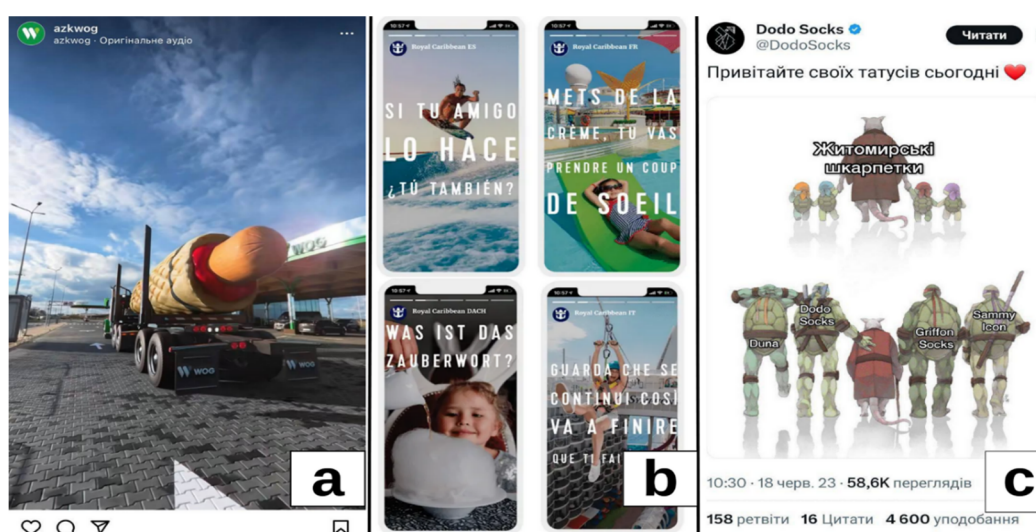
tools, which have been adapted to local markets and which are focused on personalising content and a wide target audience.

Another intriguing case study is that of the Ukrainian company Dodo Socks, which specialises in the production and sale of socks. In the advertising poster for Father's Day, the company employed a simple yet creative and comprehensible approach to convey its message to its target audience across its social networks. The poster in question features characters from the popular cartoon series "Ninja Turtles", with the images being signed by renowned sock companies (Figure 2c). At the same time, using the names of competing companies, they focused on the company "Zhytomyr Socks", which acts as an image of the father, from whom everyone took an example and "grew" in their professional success. In general, the

meaning of the poster is clear and close to the majority of the population of Ukraine and some neighbouring countries.

Additionally, one may consider the strategic deployment of creative social advertising by prominent companies, a practice that has also yielded notable success and consumer engagement. The initial instance of the organisation World for All and their advertising campaign, which was designed to encourage the adoption of animals within family units, is founded upon a visually compelling effect. The poster contains photographs of family units, and depending on the focus of the gaze, images of animals are also visible (see Figure 3a). The concept is evidently innovative and conveys a profound message.

The second example of the TM Purina brand employed the notion that it is inappropriate for pets



**Figure 2. Creative examples of successful marketing campaigns:**

a – image from video advertising company WOG

b – advertising posters of Royal Caribbean International

c – advertising poster of Dodo Socks

to be fed "human food" or "leftovers from the table" in its original advertising campaign for animal feed. The slogan employed was "Stop feeding the dog like a trash can!" and this was supported by an image (Figure 3b) in which the hostess appears to throw the remnants of food from her plate into the mouth of her dog, which has been rendered to resemble a trash can. This advertisement employs the use of images to effectively convey the consequences of improper feeding, addressing the emotional perception of animal owners.

A third example comes from Johnson & Johnson and their advertising campaign for the nicotine addiction treatment brand "Nikorette". The poster shows a woman celebrating her 42nd birthday, but looking like an older person (Figure 3c). The main message is "Smoking makes you older". In this way, the advertisement shows the negative effects of smoking on a person's health and appearance and encourages people to change their bad habits.

The aforementioned social advertising campaigns serve as prime exemplars of how creativity and originality can be employed to convey a salient message in digital marketing, achieving not only the objective of informing the audience, but also evoking emotional resonance, thereby prompting behaviour change.

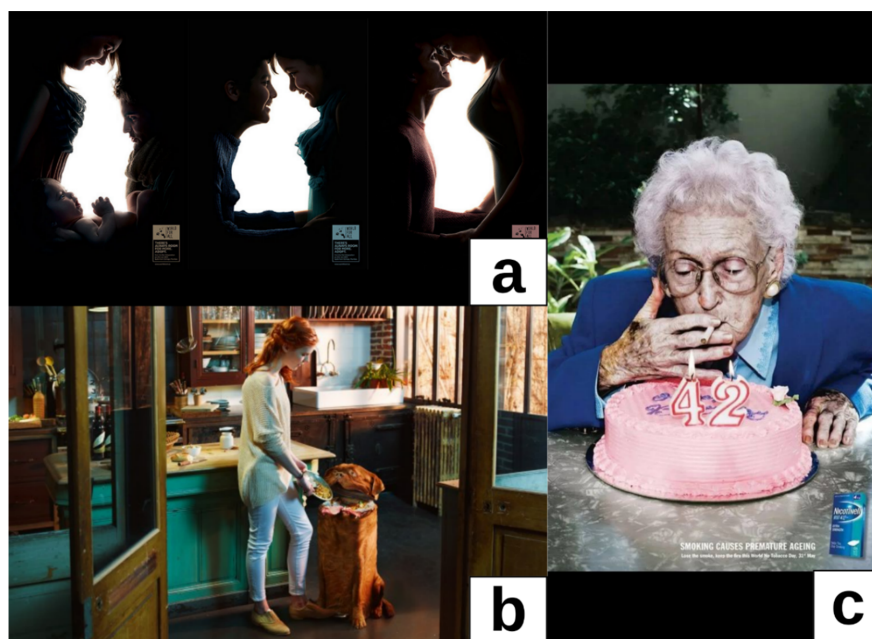
It is important to note that video and eye tracking are becoming increasingly important tools in modern marketing, providing specialists with unique data on consumer behaviour. The utilisation of these technologies facilitates a comprehensive analysis of

consumer attention patterns and the duration of focus on specific elements of advertising.

This is particularly pertinent when assessing the creativity of advertising campaigns, as non-standard, innovative elements frequently garner more attention and elicit a more profound emotional response. The utilisation of eye tracking facilitates the discernment of the most efficacious creative solutions, thereby enabling the construction of a "heat map" of visual perception, a process that is pivotal to the optimisation and enhancement of advertising strategies (Yanchuk, Fedchenko, 2022).

The analysis of these examples of advertising campaigns of various types in digital marketing provides a deep understanding of how innovative ideas and creative approaches can be implemented in real conditions and how they affect the success of the brand. These cases also demonstrate the importance of creativity in establishing meaningful and emotionally resonant connections between brands and their global audiences.

In order to comprehend the prevailing circumstances among young people aged 16-30, a study was conducted on the impact and application of creativity and originality in digital marketing campaigns. The questioning was conducted via interview. The survey involved 92 people. The questionnaire was disseminated via the Internet using the Google Forms application, and was circulated among bachelors and masters of Vasyl' Stus Donetsk National University, as well as practising marketers.



**Figure 3.** Creative examples of successful marketing social advertising campaigns:  
**a** – advertising image of the organisation World for All  
**b** – promotional image of TM Purina brand  
**c** – advertising image of Johnson & Johnson for the Nikorette brand

Analysis of the given data of the distribution of answers of respondents allows to draw the following conclusions:

- Most respondents believe that creativity is a key success factor in digital marketing (73.9%).
- More than half of the respondents agree that creative and original advertising campaigns are more likely to remain in memory than traditional ones (54.3%), the rest of the respondents partially agree with this statement (45.7%).
- It was found that 89.1% of respondents pay attention to advertising that uses unusual visual effects and graphics.
- In addition, 60.9% of respondents believe it is important to use humor in advertising campaigns, and 66.3% agree that creative advertising strategy has a significant impact on brand perception.
- The majority of respondents (62%) said that creativity is an important element in attracting young people. 31.5% said it was very important. At the same time, 93.5% believe that creativity in advertising increases its memorability.
- In fact, 40.2% of respondents said that they consider creative approach in advertising campaigns to be quite important, and 89.1% of respondents have a positive attitude towards advertising with an original storyline and idea.
- The majority of respondents (69.6%) agree with the statement that creative advertising can strengthen the brand's position in the market.
- While 42.4% of respondents indicated that creative was very effective in engaging the audience, 18.5% stated that it was extremely effective.
- More than half of respondents (60.9%) said that they are often more likely to buy products and/or use services from companies that use creative and original approaches in their advertising campaigns. For 50% of respondents, the use of innovative and original advertising by companies makes them more likely to buy the product or use the service.
- Of those surveyed, 47.8% said it was important for them that companies were innovative and creative in their marketing campaigns. Also, if there is a choice between two similar products or services, 53.3% are more likely to prefer the one with more creative advertising.

In order to provide a comprehensive description of the concept of "creativity" in the context of digital marketing, respondents noted the following statements: novelty, original ideas, non-standard, bright distinction among competitors, innovativeness, modern graphics, creative solutions, new look, "wow" effect. This encompasses not only the capacity to generate distinctive content, but also the ability to present well-known subjects from novel perspectives.

The distribution of answers regarding the most significant elements in creative digital advertising is

as follows: visual design (29.3%), originality of the idea (66.3%), emotional impact (56.5%), informative (27.2%). It was further noted by some respondents that consumer orientation and individual approach are also an important element. This underscores the significance of not only crafting visually appealing advertising messages, but also cultivating a profound understanding of the audience's needs and expectations, aligning with the tenets of marketing co-operation.

The concept of co-operation marketing entails the facilitation of consumer participation in a long-term interactive marketing campaign, wherein customers are prompted to focus on salient messages. It has been demonstrated that encouraging customers to interact and express their opinions about products or services can facilitate the creation of a more personalised and effective experience that meets their real needs and interests.

The most common companies and brands, examples of creative digital marketing campaigns cited by respondents as most memorable are Coca Cola and Pepsi (beverages), Apple (technology), Netflix (movies and TV series), McDonalds (fast food), Foxtrot (technology), Nike (footwear), Dove (personal care), RedBull (energy drinks) and others. Examples of such campaigns include the promotion of Conti confectionery, specifically the Bonjour dessert; the promotion of Calvin Klein underwear with actor Jeremy Allen; and the promotion of Dior perfume with actress Natalie Portman. A number of responses indicated that creative advertisements featuring famous personalities were the most effective.

This finding suggests that consumers tend to recall brands that employ innovative approaches and engage well-known personalities. It is evident that the global companies under scrutiny in this study are distinguished by their innovative digital marketing strategies, which frequently incorporate unconventional visuals, emotional appeal, and interactivity. The attraction of prominent individuals serves to enhance recognition by facilitating widespread dissemination and discourse on social networks. It is evident that these brands exemplify the efficacy of creativity and innovation in capturing the audience's attention, thereby fortifying their position within the market.

The primary response to the query "Why do you think some creative marketing campaigns fail to achieve their objective?" identified the erroneous target audience and a lack of consideration for the culture and mentality of the designated market. This underscores the significance of conducting thorough research and acquiring a comprehensive understanding of the needs, interests, and cultural nuances of potential consumers prior to the development and implementation of marketing initiatives. In the absence of this fundamental understanding, even the most creative and innovative marketing campaigns



risk being ineffective because they will not be able to properly interact with their audience.

The findings of this study provide substantial evidence that validates the critical role of creativity in the realm of digital marketing. The respondents emphasised the importance of innovative and original approaches in advertising campaigns, particularly those that involve an individualised approach to consumers and the use of unique visual solutions. The majority of respondents concur that creativity exerts a substantial influence on the attraction of an audience. Furthermore, they contend that they exhibit a predilection for and purchase goods or avail themselves of services from companies that demonstrate innovation and originality. However, when devising digital marketing campaigns, it is also imperative to consider the judicious selection of the target audience and the cultural nuances of the market to ensure optimal efficiency. Consequently, the survey indicates that success in digital marketing is contingent on a creative approach and the capacity to attract an audience in unique and relevant ways.

In order to achieve a more profound comprehension of the subject, a study was conducted on the topic of creativity in digital marketing. To this end, an advertising banner was created for the Nike sports brand (see Figure 4).

The objective of this study is to demonstrate how innovative visual solutions and creative concepts can effectively influence the perception of a brand by its target audience. The objective was to translate the fundamental concepts of the study – namely, creativity, originality and the capacity to establish an emotional connection with consumers – into a pragmatic exemplification of digital advertising. This would serve to illustrate the potential of creative approaches in the domain of marketing communication.

For this advertisement, thematic photos from the official Nike brand website (Official Nike brand website) and photos from the stock photo website (Stock photo site) were used. Thanks to the analysis of the available brand advertising, thematic images and a similar font using the logo were used to create advertising.

The advertising banner depicts people at different moments in their lives, all united by Nike shoes. This reflects a deep idea and the main message: each person creates their own unique story as they go through life, and Nike shoes are suitable for any moment, whether it's a walk with friends, an important tennis match, dancing or a pool party. This reflects the idea that shoes are more than just a piece of clothing, they are part of our experiences, adventures and personal stories.

Consequently, the resulting advertising product is indicative of the depth of the connection between

the consumer and the product. The demonstration employs a distinctive concept, illustrating individuals at diverse phases of their lives, interconnected by a shared attribute – footwear. This serves to illustrate the capacity for creativity to forge a profound emotional bond with the audience. This creative advertising strategy is not only effective in encouraging purchases, but also reflects the essence of the brand, focusing on the individuality and unique moments of each person's life. This approach mirrors the pivotal conclusions of the study, underscoring the notion that creativity constitutes a pivotal element in attracting attention and fostering emotional interaction with the target audience.

#### 4. Conclusions

The study of creativity in digital marketing has identified the key role of innovation and originality in the formation of successful marketing campaigns. In the contemporary business environment, a creative approach is imperative for the success and development of companies, enabling them to distinguish themselves from competitors. This principle extends beyond the content of advertising, encompassing the methods of interaction with the audience. Advertising campaigns that are innovative in their use of digital channels and digital marketing tools have been shown to be effective in increasing brand awareness and consumer engagement.



Figure 4. Advertising banner for Nike sports brand

The survey results indicate that creativity and originality in digital marketing are of significant importance. Survey respondents have indicated a high level of appreciation for creative and individual approaches in advertising, and a tendency to select products from companies that utilise such strategies. Concurrently, it is imperative to select the appropriate target demographic and the market segment targeted by the digital marketing campaign.

As part of the study, an advertising banner for a sports brand was created, which serves as a vivid example of a creative approach in digital marketing. The advertisement under scrutiny employs a variety of elements to demonstrate the efficacy of originality and creativity in effectively engaging the target

audience and creating an emotional connection. This lends further support to the prevailing consensus regarding the importance of creative solutions in marketing strategies.

The significance of creativity in digital marketing is further underscored by its impact on consumer behaviour. It is evident that brands that employ innovative ideas and approaches, original content and unique strategies can not only attract the attention of the audience, but also form stable emotional ties with consumers. This, in turn, can engender increased customer loyalty and brand support in the long run. Consequently, the integration of creativity into digital marketing strategy has emerged as a pivotal factor for success in today's digital landscape.

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