

## ПІДПРИЄМНИЦТВО. МЕНЕДЖМЕНТ І МАРКЕТИНГ

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### CREATIVE TECHNOLOGIES AND TOOLS OF INTERNATIONAL MEDIA COMMUNICATIONS AS COMPONENTS OF EFFECTIVE MEDIA SUPPORT FOR INNOVATIVE PROJECTS

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*The purpose of this study is the improvement of theoretical and methodological development in the sphere of creative technologies and tools of international media communications as components of effective media support for innovative projects. In an article that studied and deepening of scientific ideas of creative tools and components of marketing and social communications. The visualisation of AR/VR technologies for creating an immersive effect for the user has been determined. A sequence of creative technologies and international media communication tools has been proposed as components of effective media support for innovative projects. A comparative analysis of positive cases of the application of modern creative technologies of international media support for innovative projects has been carried out.*

*It has been established that during media coverage of innovative projects, intensive work should be carried out with analytical tools and digital platforms such as Google Analytics, social networks, SEO tools, and email marketing. It has been determined that in the course of successful media coverage of innovative projects, it is appropriate to adapt content for different media platforms. Media coverage of innovative projects and the application of its international creative media tools and procedures takes place during visits by social and economic agents to industrial parks, enterprises, clusters and hubs, and B2B meetings with Ukrainian and foreign manufacturers. Ecological ideas of growth and dissemination in the field of marketing in high technology and start-up projects are significant, therefore they*



*are applied in the field of media support and support for innovative projects. It has been established that each creative technology has its own advantages and limitations, but their combined use in international media support practices for innovative projects allows for the achievement of high competitiveness of innovative projects.*

**Keywords:** *creative technologies, international media communications, effective media support, innovative projects.*

**General statement of the problem and connection with important scientific or practical tasks.** The social communications provide effective use of channel distribution networks. So, networks of the retail Wal-Mart supermarkets play an important role in distribution of modern marketing commodity flows. These networks have a global and regional character therefore influence the contents and a sentence structure of suppliers. When organising international media communications, creative technologies and progressive communication tools should be used to an increasing extent. They are useful components of effective media support for innovative projects, which consists in enhancing the reputation and image aspects of the implementation and effective functioning of high-tech innovative projects. In the system of innovative marketing, interactive journalism, communication is a process that includes a set of components of entrepreneurial activity aimed at social responsibility and the systematic creation and diffusion of innovation flows.

**Analysis of the recent research and publications.** The management of marketing communications and social interactions, networks in the modern markets devoted to works of famous Ukrainian and foreign scientific marketing, media specialists, such as: Philip Kotler, Germawan Katarajaya, Ivan Setiawan, Mariya Butyrina, Tetiana Hyrina, Inna Penchuk, Iryna Bondarenko, Ganna Skurtul, Nataliia Tiapkina, A. Simakhova, V. Menshikov, O. Ruza, K. Nikolaiev etc.

However, a complex set of issues related to creative technologies and tools of international media communications as components of effective media support for innovative projects are remains insufficiently researched.

**Statement of the problem (formulation of the objectives of the article).** The purpose of this work is the improvement of theoretical and methodological development in the sphere creative technologies and tools of international media communications as components of effective media support for innovative projects.

According to this purpose in article the following tasks are:

- to research and deepen scientific ideas of creative tools and components of marketing and social communications;
- define AR/VR technology visualisation to create an immersive experience for the user;
- propose a sequence for applying creative technologies and international media communication tools as components of effective media support for innovative projects;
- conduct a comparative analysis of positive cases of applying modern creative technologies of international media support for innovative projects.

**Presentation of the main research material.** In our opinion, marketing and social communications are not always just communication between market agents; they are a deeper creative process of transferring information flows to convince the customer of the expediency

of their consumer choice. Philip Kotler, Germawan Katarajaya, Ivan Setiawan argue that marketing mix communications include five basic and effective means (tools) of integrated marketing communications, such as advertising, sales promotion, public relations, personal selling, and direct marketing [14].

It should be noted that the company's marketing communications complex is, to a certain extent, complementary to the marketing complex of innovative projects thanks to the development of creative, modern communication tools during media coverage and media support. We agree with the opinion of most marketers and journalists that marketing and social communication tools can complement each other, which mediates the achievement of the desired impact on the formation of consumer preferences. In other words, the promotion tools identified by Philip Kotler, Germawan Katarajaya, Ivan Setiawan [14] should be used in combination, which has a significant marketing and communication effect and ensures successful media coverage of innovative projects.

Issues of project management and media coverage of innovative projects are raised by media communications specialists, who rightly point out that the success of project activities depends on management organisation and communication skills in interactions between performers and managers of innovative projects, indicating the need to improve the qualifications of media workers. When providing media support for innovative projects, communicators and journalists work intensively with analytical tools and digital platforms such as Google Analytics, social networks, SEO tools, and email marketing. It is advisable to identify modern tools and procedures for media support of sustainable development in the digital age in terms of achieving a strategic vision and forming creative scenarios for the future aimed at the rapid implementation of media innovations [1-3].

Immersive technologies and XR media, interactive and storytelling content should be constantly used in media coverage of innovative projects. Marketers, journalists, and media communicators must clearly understand the essence of Big Data and analytics in the creative process, content globalisation, and a multicultural approach in the projection of effective media support for innovative projects. Today, experts rightly emphasise the need for media support for innovative projects in the field of AI and Industry 5.0. At the same time, the informatisation of the communication process should be based on creative technologies for disseminating the results of innovative projects. In this context, the degree of mutual unambiguity between the message and the information is always taken into account [1; 3; 5].

When providing media support for innovative projects, it is important to consider synchronised marketing tools that allow for accurate modelling of the impact of seasonal fluctuations in demand on the launch and scaling of high-tech innovative projects. During successful media coverage of innovative projects, the question arises of adapting content for different media platforms. In doing so, modern concepts and practices of innovative management of digital ecosystems that influence the target audience's understanding of the essence of media messages should be taken into account. Such messages can educate and explain the application of sustainable development principles in high-tech innovative projects of industrial enterprises [2; 6; 9]. In this projection, it is appropriate to constantly take into account factors such as:

- legal support for effective media coverage of innovative projects;
- improving consumer preferences for aesthetic, atmospheric and content components of successful promotion of innovative projects on social networks;
- focusing on seasonal components of consumption of innovative products, including those that arise within innovative projects and high-tech start-ups;
- saturation of the modern media space with digital communication channels and growing competition among such channels as Instagram and QR feedback;
- expansion of content marketing and organisation of positive feedback through QR communication, which strengthens the brand's communication function, improves brand recognition and creates an atmosphere conducive to co-working [2; 6; 9].

Competition in the media services market requires journalists to provide innovative projects and solutions that meet the needs and expectations of users. It is essential to highlight the main advantage of media support for innovative projects, which is the ability to create a database. We believe that Big Data technology is useful in the functioning of CRM systems in marketing and the application of creative communication technologies in media support. Direct marketing is based on maintaining two-way interaction when positioning high-tech innovative projects. Personal selling consists of providing a verbal creative presentation in interaction with potential stakeholders of innovative projects in order to increase the effectiveness of their media coverage [13; 14].

In addition, specialists in the field of marketing and social communications highlight the following functions of promotion tools: attracting customers to the cognitive space of innovative projects; positioning in the minds of target consumers; communication support for a positive company image; informing about the direction of proposals within innovative projects; achieving consumer loyalty; stimulating lasting loyalty to the corporate brand [7; 8; 13].

Media support for innovative projects and the application of its international creative media tools and procedures takes place during visits by social and economic agents to industrial parks, enterprises, clusters and hubs, and B2B meetings with Ukrainian and foreign manufacturers. In addition to achieving internal unity, coordination in marketing management plays a significant role in establishing balance between the system and the functioning digital marketing environment.

Essentially, coordination in marketing is about alignment. When some of the pre-established alignments between social and market roles are disrupted during joint marketing activities, social and economic contradictions arise, which can escalate into conflict. It is important to use fair methods of competition and communication message creation when planning and organising media support in the global communication space. An important component of communication interaction is the study and comparison of creative technologies and tools of international media accompanying innovative projects located in different countries and regions [8; 16].

Specialists in the field of marketing and social communications note that the concept of innovative marketing allows for the effective combination of the interests of various economic agents of market processes in the process of media support for innovative projects [8; 16]. At

the same time, innovative flows are generated and distributed, targeting consumers in the field of start-up projects. Modern creative tools and social communication technologies have an innovative essence. In today's turbulent conditions, it is worth using methods for selecting the optimal structure and content of message flows during media coverage of innovative projects.

Modern approaches to the formation of a complex of marketing and social communications of an enterprise necessarily involve the integration of components and the use of Internet advertising. It is thanks to virtual integration that it is advisable to create high-speed, informational, interactive channels of interaction with consumers of innovative projects, which allows sending a stream of messages and receiving quick feedback [5].

Current trends in the development of the innovative media industry are particularly influential in the competitive interactive environment of the EU. This environment is inherent in the field of social interaction media and is characterised by environmentally friendly innovations. Media support and assistance are particularly important for this type of innovation, which is appropriately implemented through a set of modern creative tools and technologies.

Of course, the effectiveness of marketing innovative projects on the Internet should be compared with traditional methods of social communication. In this context, we note two significant advantages of online marketing: it is relatively inexpensive and allows for comprehensive coverage of a narrow target audience depending on the interests and preferences of consumers and stakeholders. At the same time, it is always appropriate to place advertisements for goods and services during media coverage of innovative projects on thematically similar forums and communities. In this context, the assessment of the marketing and communication effectiveness of Internet communications for an innovative product is carried out separately for each type and manifestation of the product [2; 4; 13].

The dynamic aspects of changing attributes and influencing factors of the marketing environment attract the attention of researchers in the field of media support for innovative projects to a complex set of issues related to the application of creative technologies and international media communication tools in the global space. Ecological ideas of growth and dissemination in the field of marketing in high technology and start-up projects are significant, so they are even applied in the field of media support and support for innovative projects. The research [2; 4; 13] describes the rapid communication development of journalism, media communications and PR in the projection of significant digital opportunities. The media sphere is considered as one of the areas with good prospects for development and the least dependent on behavioural manifestations in the vortex of turbulent geopolitical challenges [2; 4; 7; 13].

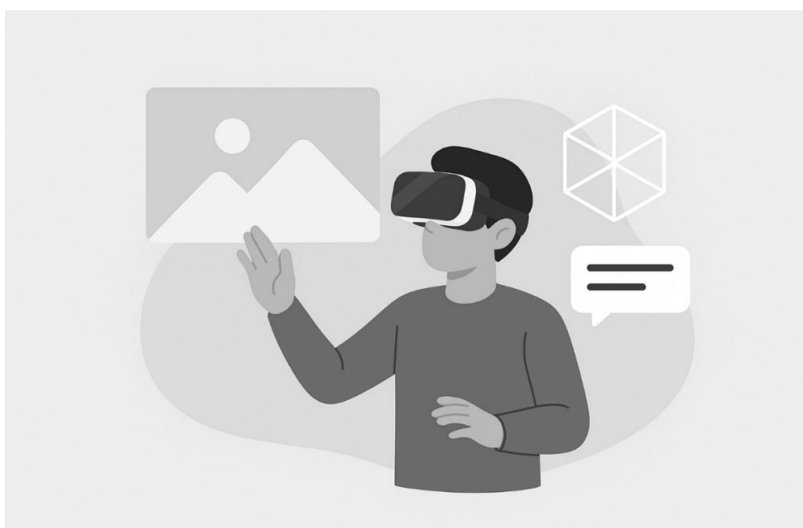
When applying creative technologies and international media communication tools, mobile orientation and microcontent are appropriate. In particular, changes in the behaviour of information consumers in the global media space stimulate the creation of short, visually rich formats such as Reels, TikTok videos, and stories. This contributes to improving the success of media support for innovative projects. At the same time, mobile content optimisation is indeed a prerequisite for successful communication when promoting innovative projects.

In addition, such changes will allow for development, open up new opportunities for media-oriented communication cooperation with other enterprises, and develop new ideas

during media support for the launch of innovative projects. It should be noted that these developments can be implemented in the context of the spread of modern international creative communication tools and procedures in high-tech enterprises and organisations in the media industry in Ukraine [9; 12].

The media initiative is rightly manifested in communication with the Association of Eco-Industrial Parks of Ukraine, with a particular focus on media coverage of partnerships in the fields of MilTech, mechanical engineering, electronics, metalworking and engineering. It is worth noting the successful admission of this Association to the Kyiv Chamber of Commerce and Industry in March 2025, which opens up opportunities for intensifying media coverage of innovative projects in the industrial sphere [15].

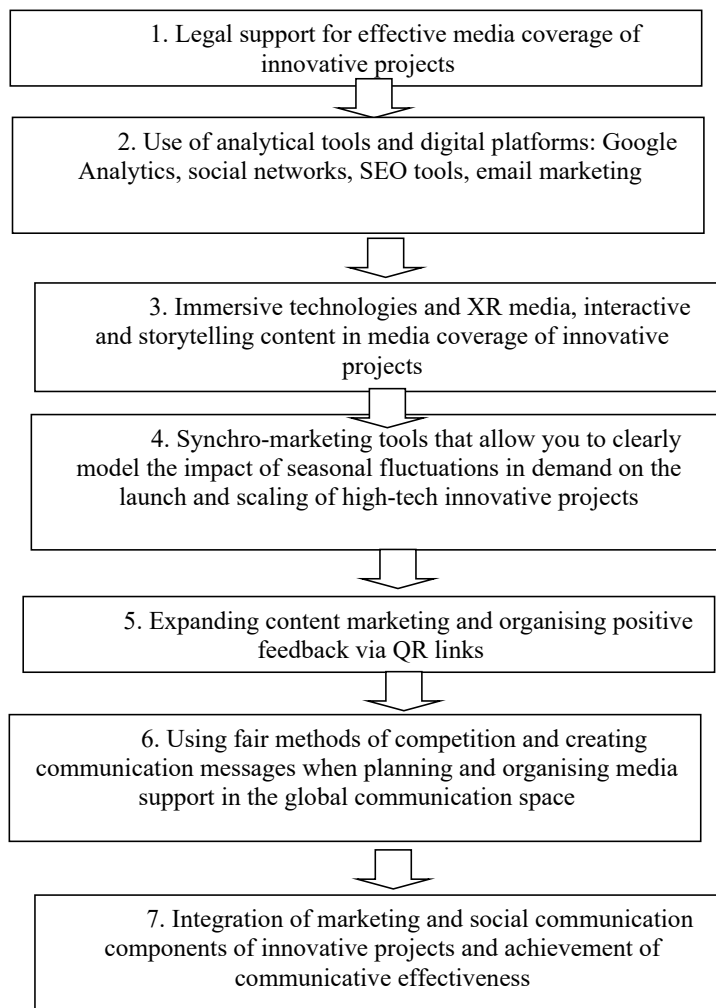
Among modern technologies for creating media products, marketing and media communications specialists rightly note AR/VR technologies, which comprehensively allow creating an immersion effect for the user (Figure 1). A positive case is that BBC VR projects allow viewers to experience historical events in 360° format.



**Figure 1. Visualisation of AR/VR technologies to create an immersive experience for the user.**  
Source: analyzed by the authors based on [1; 4; 9]

We propose a sequence of creative technologies and international media communication tools as components of effective media support for innovative projects (Figure 2).

As can be seen in Figure 1, the sequence we propose is based on a set of stages. In particular, stage 1 involves providing legal support for effective media coverage of innovative projects, which makes it possible to promote projects in a legally competent manner. According to stage 2, it is appropriate to use analytical tools and digital platforms: Google Analytics, social networks, SEO tools, email marketing. Immersive technologies and XR media, interactive and storytelling content in media support for innovative projects are appropriate to use within stage 3.



**Figure 2. Sequence of application of creative technologies and tools of international media communications as components of effective media support for innovative projects.**

Source: compiled by the authors based on: [1; 3; 4; 9; 12]

Stage 4 involves modelling the use of synchronised marketing tools, which allow for the clear modelling of the impact of seasonal fluctuations in demand on the launch and scaling of high-tech innovative projects. Stage 5 is characterised by the expansion of content marketing and the organisation of positive feedback via QR links. Stage 6 involves the use of fair methods of competition and the creation of communication messages when planning and organising media support in the global communication space.

As a result, stage 7 of the sequence involves integrating the components of the marketing and social communications complex of innovative projects and achieving communicative effectiveness.

We conducted a comparative analysis of positive cases of the application of modern creative technologies and tools of international media support for innovative projects (Table 1). Modern media technologies – AR/VR, multimedia platforms, artificial intelligence and integrated digital channels – provide innovative projects with new opportunities for effective communication with the audience, increasing engagement and forming a sustainable image and significant corporate brand value.

*Table 1*

**Comparative analysis of positive cases of application of modern creative technologies of international media support for innovative projects**

Nr	Technology / Tool	An example of a successful case	Advantages	Limitations/ challenges
1	AR/VR-technology	Using VR tours to promote international university education programmes: creating a virtual campus in a global environment	Immersion effect, increased audience trust, new international experience	High development costs, need for special equipment
2	Multimedia platforms (YouTube, TikTok, Instagram Reels)	International cross-promotion campaign for a start-up through a series of videos featuring influencers	Rapid dissemination, virality, access to an international youth audience	Content overload in the international media space, the need for constant creativity
3	Artificial intelligence (chatbots, generative media)	Using chatbots for international social communication in the field of smart education	Service automation, personalisation, response speed	Need for technical support, risk of incorrect answers
4	Integrated international digital channels (omnichannel strategies)	Launch of an international cross-channel campaign for the Tesco retail chain: a combination of a mobile app, email and social media.	A single space for international communication and interaction, increasing customer loyalty	The complexity of analytics, the need for a powerful CRM system

Source: analyzed by the authors based on [1; 4; 7; 12]

As can be seen from the analytical table 1, a comparative analysis shows that the key trends in modern media support for innovative projects are technology integration, content personalisation, and the creation of an interactive user experience in the international media environment. Each creative technology has its own advantages and limitations, but their combined use in international media coverage of innovative projects allows for the achievement of high competitiveness of innovative projects.

Euromix LLC is a distribution company headquartered at 59A Mykhailo Hrushevsky Street, Dnipro, Ukraine. A user-friendly website with a convenient interface has been developed for customers, where all contact details, company history, coverage map and operating capacities are listed, and it is possible to leave a request and ask questions directly.

Euromix uses a set of innovative business processes and creative modern media support, such as van-selling, MSL, focus coverage, and active sales [10; 11].

Euromix successfully uses media support for innovative projects in the process of establishing positive networking with such global companies and brands as: Beiersdorf, Colgate, Henkel, Ferrero, L'Oréal, SC Johnson, SCA, Schwarzkopf, Reckitt Benckiser, Unilever [10; 11]. Maintaining communication with its retail customer base in the context of optimising communication media flows allows Euromix to cover more than 80% of active retail outlets in Ukraine, introducing innovative marketing technologies in retail. The number of such fine coverage is rapidly increasing, as customer flows are provided with information services – over 98%, fast media support for modern innovative solutions [10; 11].

**Conclusions and Prospects for Further Research.** Thus, marketing communications and product promotion are related categories in the projection of the formation of creative social communication flows aimed at establishing targeted interaction with the target audience and ensuring adequate media coverage of innovative projects. In the information and time dimension of such interaction, information flows about the features and uniqueness of innovative projects and their consumer benefits are communicated. This contributes to the communication of greater flows of marketing values to target consumers, generated by the successful implementation of a particular innovative project, provided that it is accompanied by appropriate media coverage.

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## КРЕАТИВНІ ТЕХНОЛОГІЇ ТА ІНСТРУМЕНТИ МІЖНАРОДНИХ МЕДІАКОМУНІКАЦІЙ ЯК КОМПОНЕНТИ ЕФЕКТИВНОЇ МЕДІАПІДТРИМКИ ІННОВАЦІЙНИХ ПРОЄКТІВ

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Метою дослідження є вдосконалення теоретико-методичних засад у сфері творчих технологій та інструментів міжнародних медіакомунікацій як складових ефективної медіапідтримки інноваційних проєктів. У статті досліджено та поглиблено наукові уявлення про творчі інструменти та складові маркетингових і соціальних комунікацій. Визначено візуалізацію AR/VR-технологій для створення ефекту занурення для користувача. Запропоновано послідовність застосування креативних технологій та інструментів міжнародних медіакомунікацій як складових ефективної медіапідтримки інноваційних проєктів. Проведено порівняльний аналіз позитивних кейсів застосування сучасних креативних технологій міжнародного медіасупроводу інноваційних проєктів.

Встановлено, що під час медіасупроводу інноваційних проєктів слід інтенсивно проводити роботу з аналітичними інструментами та цифровими платформами, такими як: Google Analytics, соціальні мережі, SEO-інструменти, email-маркетинг. Визначено, що у ході вдалого медіасупроводу інноваційних проєктів доречним є адаптування контенту для різних медіа платформ. Медіасупровід інноваційних проєктів та застосування його міжнародних креативних медіаінструментів та процедур відбувається під час візитів соціальних, економічних агентів до індустріальних парків, підприємств, кластерів і хабів, B2B-зустрічей з українськими та закордонними виробниками. Екологічні ідеї зростання і поширення у площині маркетингу в сфері високих технологій та стартап-проєктів є значущими, тому вони застосовуються у сфері медіасупроводу і підтримки інноваційних проєктів. Встановлено, що кожна креативна технологія має власні переваги та обмеження, однак їхнє комбіноване застосування у міжнародній практиці медіа супроводу інноваційних проєктів дозволяє досягати високої конкурентоспроможності інноваційних проєктів.

**Ключові слова:** креативні технології, міжнародні медіакомунікації, ефективний медіасупровід, інноваційні проєкти.

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