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CREATIVITY AND INNOVATION IN MARKETING COMMUNICATION CREATING THE LIFESTYLE OF THE MODERN MAN

Man absorbs countless amounts of information every day, plus the rush of work - time pressure is a sign of the modern age. The expectations of the social environment, the need to appear, to create an image, to win the favour of employers. All this leads to modern man losing his independence and individualism. Conformism wins, which on the one hand is appropriate, as it regulates social processes and harmonises relationships. On the other hand, however, it deprives of decision-making, Man becomes a hostage, a puppet of the surrounding reality. It is others who say what to eat, how to rest, how to dress, how to behave.

In this context, advertising and the marketing message begin to play a leading role. It influences the cognitive processes of the human being, who begins to define the world under their influence, arouses emotions and the desire to possess. It therefore changes behavioural processes. A re-evaluation takes place, a decision to change behaviour emerges [5, p. 86].

It should be emphasised that advertising psychology is a well-known area of knowledge for modern science. It is of interest to disciplines such as psychology, but also communication, marketing and management. Increasingly, it also includes neuroscience. It addresses human biological issues. It seeks new tools of influence, thus improving advertising tools [4, p. 35]. A creative and innovative approach seems to be the right way to go in this respect. Advertising creators are looking for perfect tools. They are looking for the perfect tool, one that will reach a wide audience with specific personal and sociological characteristics. Not every advertising message is specific to every social category. This selection is linked to the choice of advertising for a potential customer.

The very concept of marketing communication is inextricably linked to the processes of information flow that a company or institution intends to transmit to and receive from different audiences in accordance with its marketing objectives [1, p. 175].

Marketing communication can be approached in a narrow or broad sense. In a narrow sense, marketing communication is regarded as promotion and means a one-way interaction of the institution with the market. More often, however, marketing communication is understood more broadly than simply sending information to the environment and is identified with dialogue, with the exchange of information, with the feedback that takes place between the institution and its target audience. Marketing communication in financial institutions has a special role, as it allows them not only to communicate to their audiences about themselves and their offerings, but also to obtain feedback from them, allowing the institution to better understand and meet emerging needs [2, p. 42].

Marketing communication is most often defined as the set of information (signals) that a company emits from various sources towards not only its customers, but also:

- 1) other actors in the marketing environment - suppliers, intermediaries, competitors, opinion leaders, etc.,
- 2) the information the company gathers from the market - megatrends, needs, buyer preferences, development trends of the economy.

Marketing communication is therefore an informational and real-world process within and by the company in its market environment. It is a kind of interaction and dialogue process between the company and its target market [7, p. 264].

The primary objective of marketing communication is to shape needs and stimulate demand by sending information to specific target markets. When an institution communicates with its environment, it always has clearly defined objectives and, through the messages it issues, it interacts with its target markets in such a way as to achieve these objectives [2, p. 42]

So marketing communication flowing from advertising informs by influencing people's cognitive processes. It helps define reality. It triggers emotions and shapes views, attitudes, thus changing the behavioural repertoire of the human being [3, p. 26], who seeks to satisfy consumer needs. It shapes the conviction of the need to have the advertised thing.

The adverts almost scream. They indicate what to eat. As in the case of a well-known restaurant brand. Mc No Illusions lettuce sandwich suggests that it is a healthy meal. It directs the customer. It suggests how to start the day, every day. They suggest where to drink coffee, what music to listen to.



Source: <https://www.bing.com/images/search> (date of downloading 12.06.2024)

Advertisements and marketing messages also suggest how a modern man should look. How to take care of one's appearance, what cosmetics to use to stay young, healthy, beautiful. This fiction, however, works. As is the case with the advertising campaigns of cosmetic companies.



Source: <https://www.bing.com/images/search?view> (date of downloading 12.06.2024)

Health, youth, the issue of appearance in the broadest sense is the number one issue in advertising and marketing messages. The problem of old age, a pervasive social problem, is relegated to the background. Even old age is shown as an important active and joyful phase of life. Companies sell vitality. We learn that dietary supplements are salutary for maintaining health, fitness and beauty. Just like in advertisements for dietary supplements, vitamin substances or minerals. The message is unambiguous you want to be healthy, young, physically and intellectually fit it is necessary to take these substances.



Source: <https://www.bing.com/images/search> (date of downloading 12.06.2024)

Advertising messages also indicate the need to take care of one's appearance. They tell how to dress to be socially accepted, to succeed, to get a job, a raise. The messages say that this makes a person happy.



Source: <https://www.bing.com/images/search?vie>(date of downloading 12.06.2024)

The psychology of advertising including the advertising message through its power to influence human cognitive, emotional and behavioural processes. It not only informs about a product or service, arouses emotions but also changes behaviour [6, pp. 97-98].

This publication makes it clear what a special form of influence we are dealing with in relation to advertising. It affects every area of human life. It tells us how to live, what to eat, how to dress, what lifestyle to promote, what values to uphold, what to study, what medicines will ensure good health, what cosmetics will guarantee eternal youth. It is a formidable tool whose influence seems to be not only a lever of commerce but especially a creator of human behaviour. This topic, due to its importance, calls for extensive in-depth research. So as to ensure ethics and transparency in advertising and marketing communication. So that advertising fulfils its function as information and not as propaganda.

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ЖИВОПИС, ЯК ФОРМА СУСПІЛЬНОЇ СВІДОМОСТІ. ХУДОЖНЬО – ОБРАЗНЕ ВІДОБРАЖЕННЯ ДІЙНОСТІ В УМОВАХ ВІЙНИ

Мистецтво, як і багато інших сфер життя, не могло уникнути впливу повномасштабної війни в Україні. Саме у мистецтві ми спостерігаємо