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SUCCESSFUL ADVERTISING CAMPAIGN PROJECTS: STRATEGIC PROSPECTS FOR BUSINESS DEVELOPMENT**Abstract**

Advertising campaigns have long been one of the main tools for the development of modern enterprises. Successful advertising campaigns create prospects for the long-term development of an enterprise. Analysis of practical examples shows the creation of global sales trends that have been formed through systematic and comprehensive work on advertising. In this context, the strategic prospects for enterprise development involve not only the development but also the creation of new markets for their products through the use of advertising based on a deep understanding of the cultural context of the target audience and the use of an active communication policy of the enterprise.

Keywords: advertising; advertising campaign; project; enterprise; brand

In today's digital environment, advertising campaigns have become a key tool for companies to gain competitive advantage, promote brands and stimulate demand. The effectiveness of advertising is determined not only by the creativity of the message, but also by the comprehensive use of marketing tools, data analytics and strategic planning. Research by contemporary scholars emphasises that advertising is an important link in communication between a company and consumers and ensures the formation of long-term relationships with customers [1, p. 192-196]. At the same time, advertising campaigns are increasingly seen as a system of interrelated activities covering digital channels, brand strategy and behavioural analytics [2, p. 120-122].

Modern advertising campaign strategies are based on the integration of various communication channels. Advertising today is not limited to traditional media, but includes digital platforms, social networks, content marketing and personalised communications. As emphasised in a study by Ukrainian researchers, advertising has become a complex set of special measures, including audience analysis, channel selection, content creation and performance evaluation [2, p. 120-122].

International and Ukrainian business practice shows that successful advertising campaigns are often based on a combination of emotional impact, brand history and innovative technologies, including the use of non-standard approaches to product positioning, forming a strong brand through a unique story or symbol [3]. This approach allows for the creation of a long-term association between the product and a specific idea or value.

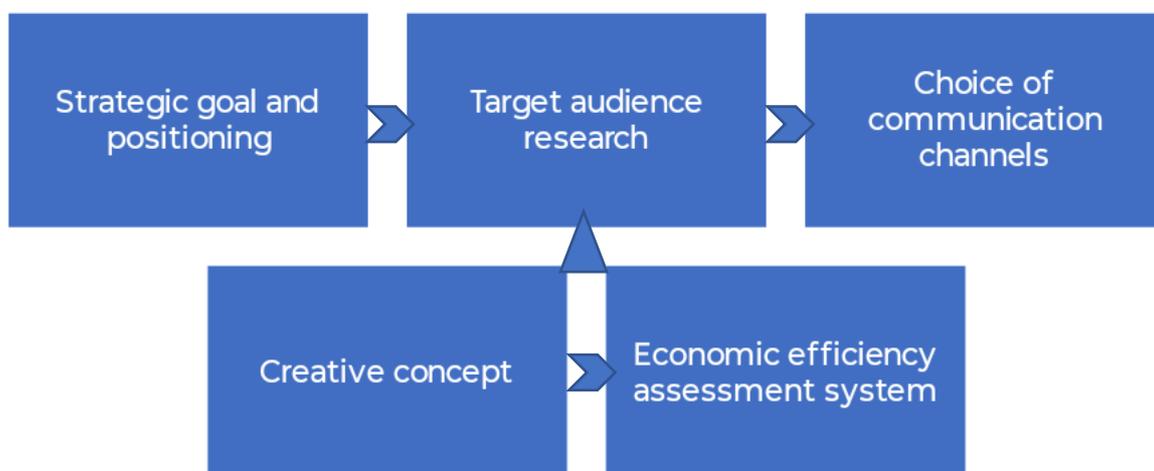


Fig. 1 — Main components of the advertising campaign project
Source: formed by the authors based on [2, p. 120-122].

Historical examples of well-thought-out advertising campaigns demonstrate that even a change in the perception of a product can become a strategic opportunity for a company. For example, the popularity of yellow cheese was the result of many years of advertising projects and marketing practices, and as a result, cultural stereotypes formed a corresponding image of the product in the mass consciousness [4]. Yellow cheese began to be valued more because consumers associated it with higher quality and freshness. This confirms the importance of the informational influence of advertising on consumer behaviour.

No less indicative is the example of the spread of the California roll, which was the result of adapting Japanese cuisine to the American market. The success of this product is due to correct positioning, focus on local preferences, and active communication with the audience [5]. Similar processes can be observed in other industries, where cultural adaptation of a product becomes part of the marketing strategy.

In the coffee industry, marketing communications often rely on cultural uniqueness and technological innovation. For example, Japanese coffee culture is positioned as special due to its attention to quality, rituals, and aesthetics, which brands use as an element of advertising communication [6].

Technological innovations are also gradually becoming the basis for advertising positioning. The spread of drip coffee around the world has been made possible by a combination of technology, convenience, and skilful promotion in international markets [7].

The history of the NESCAFÉ brand demonstrates that a strong advertising strategy is based on long-term image building and global communication with the audience. The use of historical facts and symbolic events in brand promotion helped to create a recognisable image of the product and strengthen its position in the global market [8].

Successful advertising campaign projects are determined by their ability to influence key performance indicators of the enterprise: sales volume, market share, customer loyalty and brand value.

Scientific research confirms that the effectiveness of advertising campaign projects largely depends on the comprehensive use of marketing tools and the consistency of communications [2, p. 120-122].

An analysis of practical examples shows that successful advertising campaign projects are based on a combination of innovation, cultural adaptation, brand history, and digital technologies. With this approach, we can say that this makes them not only a means of promoting a product, but also a strategic factor in the long-term development of a company. Such projects increase the competitiveness of a company and strengthen the recognition of the brand it has created. The strategic prospects for the development of modern enterprises in Ukraine in the context of military invasion are the creation of new markets for their products using advertising projects focused on the development of a unique value proposition and clear product positioning based on in-depth market analysis. This will allow the enterprise to further improve its market position and build a quality brand. Advertising in the modern world is no longer a one-off activity, but a comprehensive approach to brand management and building long-term relationships with consumers. Practice shows that a systematic approach to the implementation of advertising campaign projects becomes a driver for business scaling in the long term, while increasing its economic stability and forming new prospects for development.

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