FEATURES OF CREATIVE MARKETING IN THE CONDITIONS OF THE INNOVATIVE ECONOMY DEVELOPMENT

INTRODUCTION

In modern economic conditions, the most popular are not production systems and technologies, but creativity, communication, creativity and innovation, which directly affect the formation of a new type of economy, called the creative economy. The creative sector of the economy is now gaining importance and has a positive impact on the economic development of individual cities, regions and the country as a whole by creating their investment attractiveness, new jobs, technological innovations, which improves and develops the social sphere, increases competitiveness and quality of life, as well as the welfare of the country.

From this point of view, among the most effective means of avoiding crisis phenomena or reducing their consequences, as well as the transition to a new level of economic development, it is necessary to point to a creative approach to socio-economic systems and phenomena. The application of a creative approach and innovation to socio-economic systems and phenomena can be considered the basis for achieving high competitiveness of various spheres of economic activity through the creation and production of creative products and services. Today, even classic goods and services contain an increasing percentage of original innovations in their added value. The presence of a creative component in the product or service contributes to the achievement of the most successful market positions at the local and regional levels, as well as at the national level. With the formation of a creative economy is the formation of new socio-economic relations, as well as requirements for various areas of activity, management methods and marketing, which led to the emergence of creative marketing.

LITERATURE REVIEW

The processes of formation of the creative economy have been studied by the following leading scientists: Butko (2020); Cerisola, Panzera (2021); Derhalik, Ishchejkin (2021); Gerosa (2021); Hilimiana, Soemaryani, Prasetyo (2021); Iarmosh, Prokhorova, Scherbyna, Kashaba, Slastianykov (2020); Kolontaievskyi, Girya (2018); Lazzaro (2021); Londar, Lytvynchuk, Versal, Posnova, Tereshchenko (2020); Popelo (2017); Potjanajaruwit (2021); Revko (2020); Semenov, Khrapov, Ulchenko (2018); Sytnyk, Vysochny (2021); Tkachenko, Radulovic, Pakhomova, Ustian (2021); Tulchynska, Vovk, Saloid, Kostiunik (2021); Yuliaty, Kurniasari, Triyanti, Zulham (2020) and others.

Well-known scientists of domestic and foreign level have devoted their research to issues of innovative economic development, including: Afanasieva, Volska, Khasanov (2020); Arefieva, Arefiev (2021); Bessonova, Battalov (2019); Burkov, Enaleev, Strogonov (2020); Dai, Chen, Xie, Hu (2020); Duwe, Herrmann, Spath (2018); Garafonova, Kovalska (2021); Hajek, Henriques, Castelli, Vanneschi (2019); Héraud (2021); Itikhar, Khan (2020); Jankowska, Matysek-Jędrych, Mroczek-Dabrowska (2017); Jia (2017); Khanin (2021); Klučnikov, Civelek, Krajičk, Ondrejmišková (2020); Kopaygorodsky (2020); Kuzmanova (2020); Legenchuk, Pashkevych, Usatenko (2020); Medeiros, Marques, Galvão, Braga (2020); Meliciani, Savona (2015); Nikityuk...
Given the above research, it can be argued that the issues of creative marketing in terms of innovative economic development require further research.

**METHODODOLOGY**

This paper used such research methods as: method of analysis and synthesis to define marketing as a tool for innovation of the creative economy, identify signs of creativity and describe their characteristics, identify tools for creative marketing and outline their characteristics; grouping method - for division into groups of marketing creativity, marketing innovations and breaking the creative process at the level; graphic method - for visual representation of creative marketing as a phenomenon of creative economy and the process of realization of creative marketing and its results in the conditions of innovative direction of creative economy.

**RESULTS**

Studies of current trends in most foreign and domestic economies allow us to notice their innovative direction. Innovations, which are no longer perceived exclusively as part of the field of scientific development and technological processes, began to be considered more broadly and include management methods, market research processes, etc., which requires the inclusion and use of creative potential. That is, innovations that include creativity become a condition for the success of socio-economic objects at the present stage of formation of the creative economy. The innovation process, which covers all components of the socio-economic system, determines the leading place of marketing, which is a tool for the movement of innovative development of the creative economy (Fig. 1). At the same time, research shows that in recent years, more and more methods and tools have appeared in the marketing sphere that are related to the creative component.

**Fig. 1. Marketing as a tool for innovation of the creative economy**

![Diagram of Marketing as a Tool for Innovation of the Creative Economy]

*Source: Search data.*

Marketing performs a number of functions, one of which is integrative, which is that all functions of the enterprise must meet the overall goal, purpose, the leading idea of marketing, search and the fullest possible satisfaction of consumer needs. Due to the implementation of the integrative function of marketing is the coordination of activities and increase the effectiveness of targeted actions and their interaction to obtain the desired result, ie to achieve a synergistic effect. This point makes it possible to argue that the management of creative, creative activity in marketing is the main and leading direction of development of effective creative potential for which it is necessary to thoroughly investigate the creative resource in marketing and its role, place, position in relation to other resources, such as financial, production, etc.
Numerous transformations of economic systems, their components and connections between them, caused by the instability of the external environment, lead to the need to acquire skills to adapt to them, generate new ones based on the development and implementation of creative approaches, technologies, solutions, ideas and more.

In a general sense, creativity is the creative ability of a person who can perceive and assimilate new information, able to generate innovations using critical non-standard thinking and the implementation of new approaches to achieve certain goals and objectives, as well as problem solving. This notion of creativity gives impetus to the formation of such concepts as “creative person”, “creative personality”, etc., which should be perceived as the ability to something new, the ability to transform existing resources through non-trivial thinking based on knowledge, intellectual abilities, skills and experience. The result in the form of innovations, new ideas and solutions. It is at this point that creative activity begins, which gradually covers all elements of economic relations. The creative process arises at the grassroots level - the level of an individual who needs to implement the ideas he invented and commercialize them to further transfer their creativity to the next level - the level of firms and companies, and then at higher levels, ending with the highest level - world level. economy, where the formation of the creative sector, the creative economy. Given the above, the creative process has the following levels (Fig. 2).

**Fig. 2. Levels of creative process**

- **First level**
  - the level of an individual or personality, which can be considered as a system of personal qualities of the individual, which allows to generate non-trivial ideas, avoid standard techniques of logic and thinking, quickly and originally achieve the goal, assess the situation, solve problems and make decisions.

- **Second level**
  - it is an activity at the level of enterprises (micro level): within this link enterprises are engaged in the design of a creative idea or solution and its implementation, bringing to the consumer in order to make a profit or increase it.

- **Third level**
  - this is the level at which various forms of association of enterprises (corporate, integrated structures, clusters, etc.), cities, regions (meso level) operate - within it there is an accumulation of creative process and its results, which is associated with the creation of creative hubs and spaces.

- **Fourth level**
  - it is the formation and development of creative industries and the national creative sector within the economic system of a state.

- **Fifth level**
  - level of the world economic system (megalevel) - is characterized by the formation of a global creative economy.

Source: Search data.
The efficiency of the creative economy depends on the degree of success of the creative process at each level. There is a close relationship between creative activity and the innovation process, namely: the basic element of the implementation of innovation must be considered creativity or creative process. Given this, creativity is described by certain features, among which are the following (Fig. 3).

Fig. 3. Signs of creativity

- **speed** - the number of innovations and ideas that arise over a period of time
- **flexibility** - the ability to respond quickly and adequately to changes that affect the process of solving problems and quickly identify those individuals who will be able to implement them in an original way; willingness and ability to switch from one idea to another
- **sensitivity** - a tendency to unusual things, information, details, uncertainty, etc.
- **originality** - the ability to produce new ideas, reactions, solutions that differ from the standard
- **critical** - the ability to question any information, position, etc. and the ability to ask questions in a timely manner
- **risk** - the ability to take risks in the process of creating, implementing and using innovations
- **integration** - the ability to create new combinations by combining already known components that will act as a new alternative quality
- **effectiveness** - a consequence of creativity, the ability to assess the dependence of performance indicators of economic entities on the degree of non-standard and unusual ideas, projects, solutions, etc. and the success of their implementation

Source: Search data.

In order to create a new product, the company must research the market for similar products to determine customer demand, which the company could meet with its developed new product. After receiving the data, the company will need an original idea, the implementation of which was able to distinguish the product or service among similar for the sake of forming demand on the basis of the fullest and best satisfaction of consumer needs. Thus, it is at this stage that the company needs creative marketing, which is a specific type of creative activity and a non-standard approach to solving a number of marketing problems based on new, non-trivial ideas and effective creative decisions that will lead to marketing innovations. permanent improvement of the quality of products and marketing tools and increase the number of consumers. In modern conditions, it should be noted such a direction of creative marketing as global transformations of the product or service, its appearance, the use of new approaches and methods of marketing activities of the enterprise, marketing research, branding and more. Creative marketing allows you to identify needs that are not yet formulated and, even, often to some extent not realized by consumers and finds solutions that are made by customers with satisfaction and enthusiasm. Creative marketing as a phenomenon of creative economy on the one hand is based on the basic principles of marketing, the main task of which is to ensure the success of market activities by fully meeting customer demand, and on the other - the creative concept of marketing, which should be considered global leading trends development of modern creative economy (Fig. 4).
Fig. 4. Creative marketing as a phenomenon of creative economy

CREATIVE ECONOMY

Leading trends in the creative economy:
- change in demand structure;
- strengthening the differentiation of incomes;
- development of globalization processes in the economy;
- strengthening competition for consumers;
- intellectualization of the technologies used;
- accelerating the emergence and spread of new types of needs;
- reducing the role of material factors of production

Events that preceded the formation and development of the creative economy:
- development and creation of computers, the appearance of which marked the beginning of the information age;
- the emergence of the Internet, which has led to the ability to quickly obtain the necessary information, unite people and different social groups, make the world a whole and ushered in the transition to a global era;
- invention, introduction and active further use of social networks, which facilitated rapid communication and led to the entry of humanity into the communication era;
- use of the Internet and social networks for commercial purposes, promotion of goods, services and even their own identity; the birth and development of e-commerce and the beginning of the digital age.

Source: Search data.

The main requirement for creative marketing is originality, non-standard and focus on winning the favor of consumers. The purpose of creative marketing is to create and develop something that cannot be copied or adopted, such as the brand and corporate culture of the enterprise, while the operating system, technology, production process, price, quality, etc. can be borrowed. The brand covers and represents the value of the company, its mission, strategy, with its help the consumer distinguishes the products of a particular firm, establishes a relationship to it. A functioning enterprise always needs to support its brand and develop it, promote it, a new one - to start, create its own brand, make it known, this is the purpose for which creative management is used.

Therefore, the ability to choose a marketing tool that could touch the consumer, draw his attention to the product or service, surprise, effectively influence the target audience is of great importance. Such tools for the implementation of creative marketing should include: event marketing, guerrilla, aggressive, provocative marketing and art marketing, the essence and characteristics of which are contained in table 1.
Table 1. Instrumental basis for the implementation of creative marketing

| Tool                      | Characteristic                                                                 | Effectiveness                                                                 |
|---------------------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
| Event marketing (event)   | Aimed at promoting the company and its products or services on the basis of events (events). Organizing events or participating in them improves brand awareness, allows you to find partners, establish relationships with consumers, show their capabilities and benefits | Increasing the profitability of activities; Strengthening relationships with consumers and customers |
| Guerrilla marketing       | it is a marketing tactic in which a company uses unexpected methods to promote a product or service | Increasing product sales, increasing brand awareness with small investments (using inexpensive advertising media and non-traditional channels) |
| Aggressive marketing      | it is a set of abrupt, unexpected and persistent actions aimed at attracting customers quickly and effectively | Increase in sales; Increasing profitability |
| Provocative marketing     | A type of promotion that uses bright creativity, dynamism of events, etc., which leads to the perception of such an advertising product by consumers not as a commercial project, but as an interesting event with their participation | Improving the effectiveness of advertising |
| Art marketing             | Application of marketing technologies in the field of art and artistic activity | Achieving synergies; Brand promotion; Getting profitability |

Source: Search data.

Thus, from the point of view of the creative economy, creative marketing should be understood as a marketing activity based on innovation and non-standard solutions, the adoption of which allows to obtain effective results without fundamental changes in existing opportunities. Marketing is a leading tool that pushes the innovative development of the economy. The practical application of marketing tools in recent years shows the growing importance of the need to have in all areas of marketing methods and tools based on creativity. Therefore, the main factors in the use of creative tools in marketing include the following:

- reducing the effectiveness of traditional marketing tools;
- permanent increase in the cost of classic tools of marketing communications;
- high cost of using traditional marketing tools;
- negative perception of consumers by influencing them through traditional means of marketing communications and further growth of this trend;
- the desire of companies to use integrated communications to achieve a synergistic effect;
- legal difficulties and restrictions on the use of classic marketing tools.

The answer to the current situation is the formation of a market for new tools, tools, marketing methods, as well as the development of new technologies for their practical application and...
the institutional framework for their implementation. The application of a creative marketing approach should take into account the following specific characteristics of the product, which is created with its help:

- novelty of goods or services, which is formed as a result of the use of new technologies;
- non-standard, originality of goods or services, obtained by combining, at first glance, elements that can not be combined
- expediency in the use of goods - checking the original goods for usefulness to buyers;
- the created creative product and its further development should become a basis for development of strategic development of the enterprise.

An important issue in this study is to determine the correlation between the use of creative marketing and the end result in the form of economic indicators, while all other results, such as communication, will be intermediate. That is, the use of creative marketing has a positive effect on the brand perception of the product and the company, but it is its ability to become an economic result is a prerequisite for brand promotion and its successful operation. Therefore, creative marketing should be considered an effective tool that, based on the transformation of unique ideas into non-standard solutions, can increase business efficiency. However, to achieve this, it is necessary to act in an original way and work on a new result and achievement, because the lack of a creative approach is the cause of negative results of management decisions. The implementation of the latest business ideas, including the neglected and the consumers themselves, using the tool of creative marketing brings such a result as an increase in sales. Thus, to implement the ideas of creative marketing, the business must have the following characteristics:

- understanding the primacy of consumer requirements to which creativity should be directed;
- formation and development of first marketing strategy, and then the implementation of creative tools;
- the effectiveness of a creative idea (arousing interest or questions from customers, consumption of goods or services, their recognition, etc.).

Among the existing types of marketing creativity in the business environment, which lead to economic results, it is appropriate to distinguish two groups: organizational and applied marketing creativity. Organizational marketing creativity is primarily management actions of the highest level of management in the field of marketing activities, but each employee can also suggest improving the management system of marketing activities of the enterprise. These actions and proposals are aimed at improving the efficiency of marketing management and the level of organization of internal marketing, etc. In addition, organizational marketing is related to establishing and establishing relationships with the external environment, especially with partners, and also contributes to the development and adoption of non-standard decisions, the organization of a unique management process, finding a way out of difficult situations.

Applied marketing creativity affects the scope of production of goods, as well as all stages of its creation: from appearance to manufacture. Creativity in production systems and processes is primary, basic in comparison with organizational, so in the last century it was the development and implementation of technological innovations that contributed to the successful development of the enterprise, while in our time effective communication ideas have been added to production innovations. the first. In the business environment, organizational and applied creativity are interconnected, and are manifested in either a creative or optimization form.
Creative marketing can be considered creative only when it is aimed at the future practical implementation of certain steps that entail the development of both the enterprise and the economy. That is, the process must be evaluated only from the standpoint of the result, and creativity, embodied in innovation, including marketing, allows you to move to the highest level, to achieve a qualitatively new state, and hence progress, progress. Marketing innovations are divided into product and process.

Product aspects include: development of a fundamentally new product, a new brand, the use of new materials, components, design, packaging and more. Process innovations include the use of new methods of organizing production and other processes in the enterprise (Fig. 5).

Most often, creative methods and tools for the use of marketing tools are created on the basis of the resources of a particular enterprise, but recently it is gaining popularity to borrow ideas from consumers who use their own creative potential to meet their needs. Such borrowing should be considered one of the many methods of creative marketing. For example, the essence of "guerrilla" marketing is the use of originality, non-standard, focused on the effectiveness of marketing strategy in the absence of large investments. The application of a creative approach by business entities is an integral part of business processes, which plays a leading role in achieving the goals.

With innovative ideas embodied in new products, new marketing methods, companies open new market segments. Creative marketing is the most successful solution for companies in a creative economy, which previously used only traditional marketing. It is in the creative economy that there is a widespread use of marketing tools to promote products and brand formation, the practical application of the concept of creative marketing allows you to develop effective strategies for enterprise development to achieve success and efficiency. Thus, finding the relationship between creative marketing and innovation allows us to formulate a new mission of the innovation economy, which is to intensify, develop and achieve a positive direction of processes occurring in socio-economic systems through the implementation of creative ideas in innovation to achieve progressive market development.
Fig. 5. The process of realization of creative marketing and its results in the conditions of innovative direction of creative economy

**CONCLUSION**

The article, based on a thorough analysis and systematization of data, identifies five levels of creativity and their characteristics, identifies the main features of creativity and their description, as well as explores the integrative function of marketing, based on which the systematization, and clarifies the role and place of marketing as a leading tool for innovative development of the creative economy. Based on the received information, the necessity, essence and requirements for creative marketing as a phenomenon of the creative sector of the economy are determined. The instrumental basis for the implementation of creative marketing is determined, which includes such advanced tools as event marketing, guerrilla, aggressive, provocative marketing and art marketing, their essence is studied and the characteristics are given. The process of realization of creative marketing in the conditions of innovative direction of creative economy is developed within which it is defined that creative
marketing is based on a combination of creativity, marketing and innovations and is directed on creation of a creative product for the purpose and receiving first of all final economic result.

REFERENCES

AFANASIEVA, O.; VOLSKA, O.; KHASANOV, B.; YERMITEV, V.; MATVEEVA, V. Strategic management mechanism of innovative development of industrial companies. *Academy of Strategic Management Journal*, v. 19, n. 4, p. 1-7, 2020. Available at: https://www.abacademies.org/articles/strategic-management-mechanism-of-innovative-development-of-industrial-companies-9419.html. Access: May 21, 2021.

AREFIEVA, O.; TULCHYNSKA, S.; POPELO, O.; AREFIEV, S.; TKACHENKO, T. The Economic Security System in the Conditions of the Powers Transformation. IJCSNS International *Journal of Computer Science and Network Security*, v. 21, n. 7, p. 35-42, 2021. Available at: https://doi.org/10.22937/IJCSNS.2021.21.7.4. Access: June 18, 2021.

BESSONOVA, E.; BATTALOV, R. Innovative development of the Russian economy: Formation of support mechanism based on the world’s experience. *Economic Annals-XXI*, v. 180, n. 11-12, p. 97-109, 2019. Available at: http://soskin.info/userfiles/file/Economic-Annals-pdf/DOI/ea-V180-11.pdf. Access: June 21, 2021.

BURKOV, V.N.; ENALIEV, A.K.; STROGONOV, V.I. Models and Management Structure for the Development and Implementation of Innovative Technologies in Railway Transportation. II. An Incentive Mechanism for Saving Energy and Elements of the Project Management Structure. *Automation and Remote Control*, v. 81, n. 8, p. 1507-1518, 2020. Available at: https://doi.org/10.1134/S0005117920080123. Access: June 5, 2021.

BUTKO, M.; IVANOVA, O.; POPELO, O.; SAMILENKO, G. Conceptual foundations of the regional industrial cluster formation based on European experience and leading world tendencies. *Financial and credit activity: Problems of theory and practice*, v. 1, n. 32, p. 319-329, 2020. Available at: http://fkd1.ubs.edu.ua/article/view/200528. Access: May 15, 2021.

CERISOLA, S.; PANZERA, E. Cultural and creative cities and regional economic efficiency: Context conditions as catalystors of cultural vibrancy and creative economy. *Sustainability*, v. 13, n. 131, 2021. Available at: https://www.mdpi.com/2071-1050/13/13/7150. Access: May 25, 2021.

DAI, T.; CHEN, Q.; XIE, L.; HU, H. An Innovative Application of Big Data in Healthcare: Driving Factors, Operation Mechanism and Development Model. *Frontiers in Artificial Intelligence and Applications*, v. 329, p. 104-113, 2020. Available at: https://ebooks.iospress.nl/volumearticle/55741. Access: June 17, 2021.

DUWE, D.; HERRMANN, F.; SPATH, D. Forecasting the diffusion of product and technology innovations: Using google trends as an example. *2018 Portland International Conference on Management of Engineering and Technology, PICMET 2018*. 8481971, 2018.

GEROSA, A. The hidden roots of the creative economy: a critical history of the concept along the twentieth century. *International Journal of Cultural Policy*, 2021. Available at: https://www.tandfonline.com/doi/full/10.1080/10286632.2021.1933460?scroll=top&needAccess=true. Access: May 5, 2021.

HAJEK, P.; HENRIQUES, R.; CASTELLI, M.; VANNESCHI, L. Forecasting performance of regional innovation systems using semantic-based genetic programming with local search optimizer. *Computers and Operations Research*, v. 106, p. 179-190, 2019. Available at: https://dk.upce.cz/handle/10195/74977. Access: June 9, 2021.

HÉRAUD, J.-A. A New Approach of Innovation: from the Knowledge Economy to the Theory of Creativity Applied to Territorial Development. *Journal of the Knowledge Economy*, v. 12, n. 1, p. 201-217, 2021. Available at: https://link.springer.com/article/10.1007/s13132-016-0393-5. Access: June 27, 2021.
HILMIANA; SOEMARYANI, I.; PRASETYO, A.R. Strategic partnership model in developing the local art and culture-based creative economy. *Academy of Strategic Management Journal*, v. 20, n. 1, p. 1-9, 2021. Available at: https://www.abacademies.org/articles/strategic-partnership-model-in-developing-the-local-art-and-culture-based-creative-economy-10314.html. Access: May 14, 2021.

IARMOSH, O.; PROKHOROVA, V.; SHCHERByna, I.; KASHABA, O.; SLASTIANYKOVA K. Innovativeness of the creative economy as a component of the Ukrainian and the world sustainable development strategy. *IOP Conference Series: Earth and Environmental Science*, v. 628, 21-22 October 2020, Ivano-Frankivsk, Ukraine. Available at: https://iopscience.iop.org/article/10.1088/1755-1315/628/1/012035/pdf. Access: April 4, 2021.

IFTIKHAR, R.; KHAN, M. S. Social media big data analytics for demand forecasting: Development and case implementation of an innovative framework. *Journal of Global Information Management*, v. 28, n. 1, p. 103-120, 2020. Available at: https://www.iglobal.com/gateway/article/full-text-pdf/242968. Access: June 19, 2021.

JANKOWSKA, B.; MATYSEK-JĘDRYCH, A.; MROCZEK-DABROWSKA, K. Efficiency of National Innovation Systems - Poland and Bulgaria in the Context of the Global Innovation Index. *Comparative Economic Research*, v. 20, n. 3, p. 77-94, 2017. Available at: https://ideas.repec.org/a/vrs/coecre/v20y2017i3p77-94n5.html. Access: May 19, 2021.

JIA, N. Corporate Innovation Strategy, Analyst Forecasting Activities and the Economic Consequences. *Journal of Business Finance and Accounting*, v. 44, n. 5-6, p. 812-853, 2017. Available at: https://onlinelibrary.wiley.com/doi/abs/10.1111/jbfa.12242. Access: May 29, 2021.

KHANDA, S.; AREFIEVA, O.; DEROJALIK, M.; POPELO, O.; TULCHYNSKA, S. Concepts of the activation of intellectual and innovative determinants for the development intensification of regional economic systems introduction. *Laplage em Revista (International)*, v. 7, n. Extra E, p. 234-244, 2021. Available at: https://laplageemrevista.editorialaar.com/index.php/lpg1/article/view/1180/1075. Access: June 13, 2021.

KHANDA, S.; TULCHYSKA, S.; POPELO, O.; DERHALIUK, M.; ISCHEJKIN, T. Systematization of functional features of intellectual and innovative determinants of the intensification of the regional economic development. *Laplage em Revista (International)*, v. 7, n. (2), p. 710-720, 2021. Available at: https://laplageemrevista.editorialaar.com/index.php/lpg1/article/view/1118/1018. Access: June 9, 2021.

KLJUČNIKOV, A.; CIVELEK, M.; KRAJČÍK, V.; ONDREJMIŠKOVÁ, I. Innovative regional development of the structurally disadvantaged industrial region by means of the local currency. *Acta Montanistica Slovaca*, v. 25, n. 2, p. 224-235, 2020. Available at: https://doi.org/10.46544/AMS.v25i2.9. Access: June 14, 2021.

KOLONTAIJEVSKYI, O.; GIRYA, M. Creative marketing in hotel restaurant business. *Municipal Economy of Cities*, v. 6, n. 145, p. 50-53, 2018. Available at: https://kgh.kname.edu.ua/index.php/kgh/article/view/5287/5210. Access: June 20, 2021.

KOPAYGORDSKY, A. Natural Language Processing for Forecasting Innovative Development of the Energy Infrastructure. *Web of Conferences*, v. 209, 030152020, 2020.

KUZMANOVA, M. Technology transfer as a mechanism of strategic innovative development of enterprises. *Academy of Strategic Management Journal*, v. 19, n. 2, p. 1-8, 2020. Available at: https://www.abacademies.org/articles/technology-transfer-as-a-mechanism-of-strategic-innovative-development-of-enterprises-9223.html. Access: June 24, 2021.
LAZZARO, E. Linking the creative economy with universities’ entrepreneurship: A spillover approach. *Sustainability*, v. 13, n. 3, p. 1-121, 2021. Available at: https://www.mdpi.com/2071-1050/13/3/1078. Access: May 13, 2021.

LEGENCHUK, S.; PASHKEVYCH, M.; USATENKO, O.; DRIHA, O.; IVANENKO, V. Securitization as an innovative refinancing mechanism and an effective asset management tool in a sustainable development environment. *E3S Web of Conferences*, v. 166, art. 13029, 2020. Available at: https://www.e3s-conferences.org/articles/e3sconf/pdf/2020/26/e3sconf_icsf2020_13029.pdf. Access: June 7, 2021.

LONDAR, S.; LYTIVYCHUK, A.; VERSAL, N.; POSNOVA, T.; TERESHCHENKO, H. Investment in human capital within the creative economy formation: Case of the Eastern and central Europe countries. *Comparative Economic Research*, v. 23, n. 4, p. 129-148, 2020. Available at: https://www.researchgate.net/profile/Nataliia. Access: May 30, 2021.

MEDEIROS, V.; MARQUES, C.; GALVÃO, A.R.; BRAGA, V. Innovation and entrepreneurship as drivers of economic development: Differences in European economies based on quadruple helix model. *Competitiveness Review*, v. 30, n. 5, p. 681-704, 2020. Available at: https://www.emerald.com/insight/content/doi/10.1108/CR-08-2019-0076/full/html. Access: June 3, 2021.

MELICIANI, V.; SAVONA, M. The determinants of regional specialisation in business services: Agglomeration economies, vertical linkages and innovation. *Journal of Economic Geography*, v. 15, n. 20, p. 387-416, 2015. Available at: https://academic.oup.com/joeg/article/15/2/387/926975. Access: May 26, 2021.

NIKITYUK, L.G. A concession agreement as an effective mechanism for the development of innovative activities in the housing and utilities sector. *IOP Conference Series: Materials Science and Engineering*, v. 880(1), art. 012099, 2020. Available at: https://iopscience.iop.org/article/10.1088/1757-899X/880/1/012099/pdf. Access: June 19, 2021.

POPELO, O. V. Methodological approaches to modernization processes of the productive forces in the conditions of Eurointegration. *Scientific Bulletin of Polissia*, v. 1, n. 1(9), p. 218-224, 2017. Available at: http://ir.stu.cn.ua/handle/123456789/12736?show=full. Access: April 28, 2021.

POPELO, O.; TULCHYNSKA, S.; SYTNYK, H.; VYSOCHYN, I.; KHANIN, S. Formation of imperatives of the creative economy creation under the influence of intellectual and innovative determinants. *Laplage em Revista (International)*, v. 7, n. Extra B, p. 624-633, 2021. Available at: https://laplageemrevista.editorialaar.com/index.php/lpg1/article/view/1110/1013. Access: June 22, 2021.

POPELO, O.; TULCHYNSKA, S.; TULCHYNCKIY, R.; KHANIN, S.; HRECHKO, A. Modeling and forecasting of the integrated index of innovation activity of regions. *Management Theory and Studies for Rural Business and Infrastructure Development*, v. 43(2), p. 307-315, 2021. Available at: https://ejournals.vdu.lt/index.php/mtsrbid/article/view/2392/1681. Access: June 15, 2021.

POTJANAJARUWIT, P. Operational strategies influencing small and medium enterprises (SMEs) into creative economy businesses. *XXII International Scientific Conference Energy Management of Municipal Facilities and Sustainable Energy Technologies (EMMFT-2020)*, v. 244, 2021. Available at: https://www.e3s-conferences.org/articles/e3sconf/pdf/2021/20/e3sconf_emmft2020_10017.pdf. Access: April 16, 2021.

REVKO, A.; BUTKO, M.; POPELO, O. Methodology for Assessing the Influence of Cultural Infrastructure on Regional Development in Poland and Ukraine. *Comparative Economic
Halyna Samiilenko; Svitlana Bonyar; Natalia Ivanova; Veronika Khudolei; Stanislav Kukhtyk

Research. Central and Eastern Europe, v. 23, n. 2, p. 21-39, 2020. Available at: https://czasopisma.uni.lodz.pl/CER/article/view/7925/7815. Access: June 12, 2021.

SAMIILENKO, H.; POPELO, O.; KHUĐOLEI, V.; MASHNENKOV, K.; DERKACHENKO, Yu. Transformational processes of clustering in digital economy. Laplage em Revista (International), v. 7, n. Extra C, p. 691-702, 2021. Available at: https://laplageemrevista.editorialaar.com/index.php/lpg1/article/view/1106/1011. Access: June 19, 2021.

SANDU, I.; BUTORIN, S.; RYZHENKOVA, N. Scientific basis for forecasting the innovative development of the agricultural sector of the region’s economy (on the materials of the Perm region). IOP Conference Series: Earth and Environmental Science, v. 274, n. 1, 012016, 2018. Available at: https://iopsc.eu/book/76594144/e06fd2. Access: June 8, 2021.

SEMENOV, V.P.; KHRAPOV, V.E.; ULCHENKO, M.V. Problems of the Regional Creative Economy Formation. 2018 XVII Russian Scientific and Practical Conference on Planning and Teaching Engineering Staff for the Industrial and Economic Complex of the Region (PTES) (pp. 232-234), 2018. Available at: https://iieeexplore.ieee.org/document/8604254. Access: April 12, 2021.

SHKARLET, S.; IVANOVA, N.; POPELO, O.; DUBINA, M.; ZHUK, O. Infrastructural and Regional Development: Theoretical Aspects and Practical Issues. Studies of Applied Economics, v. 38(4), 2020. Available at: https://doi.org/10.25115/eea.v38i4.4002. Access: June 6, 2021.

TOKUNAGA, S.; OKIYAMA, M. Impacts of industry clusters with innovation on the regional economy in Japanese depopulating society after the Great East Japan Earthquake. Asia-Pacific Journal of Regional Science, v. 1, n. 1, p. 99-131, 2017. Available at: https://ideas.repec.org/a/spr/apjors/v1y2017i1d10.1007_s41685-017-0041-5.html. Access: June 11, 2021.
Features of creative marketing in the conditions of the innovative economy development

YULIATY, C.; KURNIASARI, N.; TRIYANTI, R.; ZULHAM, A. Stakeholders role in economy creative development of maritime culture in alor regency. IOP Conference Series: Earth and Environmental Science, 16-17 November 2020, Bogor, West Java, Indonesia, v. 744, n. 121, 2021. Available at: https://iopscience.iop.org/article/10.1088/1755-1315/744/1/012107/pdf. Access: April 18, 2021.

ZAJKOWSKA, M. Open models of innovation processes as a future management challenge for small and medium-sized enterprises in Poland. Journal of Management and Business Administration. Central Europe, v. 25, n. 4, р. 193-208, 2017. Available at: https://sciendo.com/de/article/10.7206/jmba.ce.2450-7814.214. Access: May 11, 2021.

Resumo
O artigo sistematiza as informações sobre a definição do marketing como ferramenta líder de inovação da economia criativa para a qual se estuda a função integradora do marketing, bem como analisa minuciosamente a essência e o conteúdo da criatividade, com base em cinco níveis do processo criativo. As principais características da criatividade são destacadas e suas apresentadas. Com base nessas informações, o marketing criativo como fenômeno da economia criativa é formulado e apresentado de forma clara. As principais ferramentas de marketing criativo são identificadas e caracterizadas e os principais fatores de sua aplicação são formulados. É desenvolvido e apresentado o processo de realização do marketing criativo e seus resultados nas condições de direção inovadora da economia criativa.

Keywords: Creative economy. Creative marketing. Innovative economy. Innovative development.

Resumen
El artículo sistematiza la información sobre la definición del marketing como herramienta líder para la innovación de la economía creativa para lo cual se estudia la función integradora del marketing, así como analiza en profundidad la esencia y contenido de la creatividad, a partir de cinco niveles de proceso creativo, se destacan las principales características de la creatividad y como se dan. A partir de esta información, se formula y presenta claramente el marketing creativo como fenómeno de la economía creativa. Se identifican y caracterizan las principales herramientas del marketing creativo y se formulan los principales factores de su aplicación. Se desarrolla y presenta el proceso de realización del marketing creativo y sus resultados en las condiciones de dirección innovadora de la economía creativa.

Palabras-clave: Economía creativa. Marketing creativo. Economía inovadora. Desarrollo inovador.