

24. Marketing events during the war of Russia against Ukraine

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Introduction. Under martial law adjustments in the marketing activities of enterprises have been made. Now, the process of promoting products and services that cannot be classified as basic necessities has become much more complicated because of the constant threat of missile attacks, inflation, problems with electricity, water supply, heating, etc.

Materials and methods. Recent works of practicing specialists and domestic scientists were analyzed to identify the current trends in event marketing caused by the Russian invasion to Ukraine.

The results. Event marketing is a set of events, promotions and actions aimed at promoting an organization, brand or service.

Initially, the COVID-19 epidemic forced enterprises to make adjustments in the conventional system of event marketing by changing the format of events and redirecting most of them to the online format.

From the beginning of 2023, the war and its consequences have led to adjustments in marketing events in Ukraine, which could be attributed to the following: problems with electricity; a decrease in the purchasing power of the population due to increases in the level of unemployment and the rate of inflation, a constant threat to life, which affects the mental condition of the consumer, his perception of the world and information.

One of the most unexpected, really large-scale events was the event-rescue operation by the Ukrazaliznytsia company, when, on its own initiative, evacuation trains were launched from all, even hot spots of Ukraine, and trains for the wounded and other war-related purposes were provided urgently.

A marketing event by the Beton vid Kovalska company consisted in developing a Kyiv quest for children by decorating concrete block posts.

The projects by Keepstyle in the form of the Spend with Ukraine initiative are also worth mentioning. Among them were several small projects, one of which was the charity exhibition "Created by Ukrainians." The exhibition was based on a single concept: everything on display was created by Ukrainians in different parts of the world, with their eyes and feelings. The photos were presented in the form of interior posters which could be purchased online on the Keepstyle website.

Following the Russian invasion to Ukraine, there has been a decrease in the number of marketing events in Ukraine. On the other hand, there has been an increase in the number of events for Ukraine held in various countries – especially in Western Europe and North America – by Ukrainian and foreign cultural figures.

Conclusions. During the Russian-Ukrainian war, the event marketing activities have been adjusted in a number of ways.

Firstly, Ukrainian marketing events have undergone major organizational changes in response to an increased danger to life which excludes the possibility of organizing mass events. However, problems with electricity supply make the idea of holding events online less practical than before.

Secondly, if, before the war, event marketing was primarily aimed at promoting brands to increase profits, today's goal of event marketing is to win a loyal audience and form a stable backbone of a dedicated community.