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## Specific Features of Marketing Strategy Implementation in Fashion Brand Promotion: The Ukrainian Case of Eye Comms LLC

**Abstract:** *Introduction.* The article examines the challenges and specifics of forming a marketing strategy for promoting fashion brands in the modern business environment. The focus is on strategic marketing tools and digital communications that shape brand positioning within creative industries. *The purpose of the study* is to examine the peculiarities of forming and implementing a fashion brand promotion strategy using the example of the activities of EYE COMMS LLC. *The research methodology* is based on a combination of theoretical analysis, case studies and content analysis of marketing campaigns. *As a result*, it was found that Ukrainian fashion brands are increasingly using value-based communication, digital platforms and narratives with elements of national identity to adapt to crisis conditions and global trends. Based on the practices of EYE COMMS LLC, practical approaches to branding, cultural integration and interaction with the target audience have been identified. *The conclusions* indicate that strategic flexibility, combining cultural code and innovative tools, significantly increases brand awareness and consumer loyalty. *The scientific novelty* lies in the synthesis of theoretical approaches and practical experience of a Ukrainian creative agency operating in wartime, with the subsequent formation of an applied model for sustainable fashion brand development.

**Keywords:** strategic marketing, fashion brand, brand formation, communication promotion, creative industries, EYE COMMS LLC company, digital marketing

## 1. Introduction

**Formulation of the problem.** In the context of intensifying competition globally and nationally, fashion brands are forced to quickly transform their marketing strategies in line with changes in consumer preferences, the active development of digital technologies and the growing influence of social media as the primary communication channel. Effective brand positioning in the fashion industry requires creative solutions and a well-structured marketing strategy that considers the target audience's characteristics, market trends and the specifics of the information space. Consumers' successful perception of a brand is primarily determined by its positioning accuracy, which shapes the audience's level of trust and emotional engagement.

EYE COMMS, a company specialising in developing marketing strategies in the fashion segment, is a relevant example of the practical implementation of modern communication approaches. Its activities include a number of applied solutions that deserve detailed study in order to identify practical tools for promoting fashion brands. At the same time, it should be noted that there is no established model for the strategic promotion of fashion brands adapted to the specifics of the Ukrainian market, which highlights the need for systematic research on this issue. In particular, there is concern about the relevance of the selected marketing tools to the real expectations of target audiences in a rapidly changing digital environment.

In this context, research into the peculiarities of the formation and practical implementation of a marketing strategy for promoting a fashion brand using the example of the activities of YEY COMMS LLS is particularly relevant. It combines theoretical understanding of key approaches to brand communication with the analysis of applied solutions that can be adapted to modern Ukrainian fashion market conditions. The expected result is the identification of effective promotion models capable of increasing the competitiveness of domestic brands in the creative economy.

The state of scientific development of marketing strategies for promoting fashion brands is determined by the high dynamics of their scientific study in the context of global transformations in creative industries. Contemporary research increasingly focuses on the specific features of strategic marketing in the fashion industry, where branding, the formation of emotional interaction with consumers and adaptation to changing market demands are of key importance. Considerable attention is paid to innovative practices in marketing, primarily the use of digital communication tools and social platforms as means of effective brand promotion.

Thus, the works of N. Kuzmynchuk, H. Pysarevska and V. Liashenko (2023), V. Butenko and A. Toiunda (2022) examine the concepts of strategic

marketing in conditions of economic turbulence, emphasising the need to combine a creative approach and digital technologies in the communication activities of enterprises. The authors emphasise that the effectiveness of a marketing strategy directly depends on the organisation's flexibility in implementing digital solutions and adapting to new formats of interaction with target segments.

A separate layer of research is devoted to studying Ukrainian fashion brands in the context of economic transformation and changes in the competitive environment at the national and international levels. In this context, the key research areas remain brand image building, increasing brand recognition, and ensuring stable and effective communication with the audience. In particular, L. Pronka and K. Tokar (2022) and N. Pavlishyna and H. Riasna (2017) systematise methods for building enterprises' competitiveness through strategically oriented marketing models.

In this context, the experience of EYE COMMS LLC is a valuable example for analysing the practical application of marketing strategies in the fashion industry. Research into the company's activities highlights the modern promotion tools used in the Ukrainian context. It traces the evolution of the strategic approach to brand communications, considering innovative and culturally determined practices.

**Unresolved issues.** Despite the growing volume of scientific research devoted to the problems of strategic marketing, the issue of adapting marketing strategies to the specifics of the fashion industry has not yet received adequate theoretical and practical consideration. In particular, the mechanism of brand identity formation in a digital environment, where visual images, communication through influencers, and socially marked brand messages play a significant role, remains insufficiently studied.

The modern digital landscape requires new image-building approaches, as consumers increasingly interact with brands in a visual-media format dominated by aesthetic, emotional and cultural factors. In this context, balancing achieving the brand's commercial goals and preserving its aesthetic integrity is particularly challenging, a defining characteristic in the fashion industry.

Thus, further research is needed to understand better the strategic combination of fashion brand aesthetic codes with digital communication tools. This will allow for forming a sustainable and relevant brand presence in the modern information space.

In addition, in the Ukrainian context, there is still a lack of practical models for building an effective marketing strategy that would cover traditional promotion tools and the latest digital technologies, such as social media targeting, collaboration with opinion leaders, virtual fashion shows, etc. The relationship

between brand positioning, visual identity and consumer behaviour in the fashion industry must also be clarified. The long-term effectiveness of marketing strategies in the fashion segment remains unresolved.

Companies often choose short-term campaigns focused on quick results, but do not form lasting mechanisms of brand loyalty, which is extremely important in the context of rapidly changing trends, when a brand's ability to maintain its competitive position depends on the flexibility and creativity of its promotion strategy. Thus, there is a need for a thorough analysis of approaches that can ensure the sustainability of brand recognition and attractiveness in today's market.

## **2. Purpose and methods**

**Purpose and objectives of the research.** This research aims to determine the specifics of forming and implementing a marketing strategy for promoting a fashion brand in the modern information environment. The analysis focuses on the activities of EYE COMMS LLC, an example of a creative company that implements innovative digital marketing tools, visual communication, and strategic positioning to create a recognisable and competitive brand in the fashion industry. Particular attention is paid to practical aspects that can be used by other representatives of the Ukrainian fashion segment as a model for adaptation to modern communication challenges.

The research objectives are as follows:

- to analyse the main theoretical approaches to the formation of a marketing strategy in the system of entrepreneurial activity;
- to systematise key strategies for promoting Ukrainian fashion brands in the context of market transformation;
- to investigate the practice of implementing marketing strategies in the activities of EYE COMMS LLC as an example of the applied implementation of brand communication concepts in the fashion industry.

**Research methodology and methods.** The methodological basis of the research is an integrated approach to the study of marketing processes in the fashion industry, combining the provisions of strategic marketing, brand management principles and digital communication tools. This approach allows for a comprehensive analysis of the interrelationships between strategic planning, brand positioning and the selection of relevant communication channels in today's information environment.

The research process involved using general scientific methods of analysis and synthesis, a systematic approach, comparative analysis methods, empiri-

cal data and content analysis of marketing campaigns implemented by EYE COMMS LLC. The selected methods ensured that the research met the set goals and objectives and allowed for theoretical and applied generalisation of the company's experience.

**Research information base.** The empirical basis of the research was provided by analytical materials, reports and presentation documents on the activities of EYE COMMS LLC, which reflect the peculiarities of marketing strategy implementation in the fashion communications segment. In addition, scientific publications by Ukrainian and foreign authors on developing strategic marketing, branding and digital promotion tools were used. Particular attention was paid to sources highlighting current brand positioning and communication trends in the context of creative industries.

### **3. Results and discussion**

#### **3.1. Theoretical foundations of marketing strategy**

In the context of economic transformation and growing competition, the importance of the marketing concept as a key tool for enterprise management is significantly increasing. The effective functioning of organisations requires targeted management of marketing activities, which, in turn, ensures stable market positioning, growth in sales volumes and increased profitability. However, in the Ukrainian market, enterprises often fail to fully use the entire range of marketing management tools, complicating their adaptation to a dynamic external environment and market volatility. The transition to market conditions has highlighted a number of systemic problems, including increased competition, ineffective management models, a shortage of qualified marketing specialists, and an unstable institutional environment (Kuzmynchuk et al., 2023).

Marketing management at the enterprise level is designed to create conditions for the effective promotion of goods and services, forming the basis for profitability growth and maintaining competitive advantages. In this context, developing a marketing strategy, which is a tool for implementing the overall development strategy of the enterprise, is of key importance. Strategic marketing allows a company to focus its management activities on meeting the consumer market's current needs, identifying the target audience's priority segments, and ensuring synergy between marketing, production, financial, and human resource processes.

Strategic marketing is critical in manufacturing sectors where consumer demand constantly changes. In response to these challenges, managers increasingly adopt strategically oriented management approaches, particularly by de-

veloping flexible marketing strategies. This approach is extremely relevant in a highly uncertain market environment, where companies face numerous risks, including rapid changes in market trends, product range overload without clear differentiation, and the growing influence of external factors on business activities (Butenko & Toiunda, 2022, p. 63).

The modern global economy requires companies to implement innovative approaches to strategic management. Growing competition in the global market necessitates actively using marketing tools and developing effective marketing strategies.

In today's environment, competitive advantages can be gained by optimising costs, increasing productivity and integrating marketing solutions into the enterprise's activities. The primary focus is on creating a competitive marketing strategy that allows for the improvement of the efficiency of the enterprise by focusing on satisfying consumer needs. Since the consumer is the source of profit, the strategic concentration of resources should be directed towards forming marketing strategies to ensure high competitiveness (Pronko & Tokar, 2022).

Strategic planning is a set of actions and management decisions to develop strategies that help a company achieve its goals. This process is an effective decision-making tool that promotes change and innovation in a company's activities. A properly chosen strategy allows you to make the most effective use of available resources, attract new ones and successfully promote products or services on the market.

In conditions of increased competition and growing consumer influence on the market situation, companies are forced to rethink their management approaches, which requires the active implementation of strategic marketing and management tools, the key of which is the formation of a marketing strategy focused on long-term success in a competitive environment (Pavlishyna & Riasna, 2017, p. 127).

In scientific literature, marketing strategy is seen as a coordinated plan of action aimed at achieving clearly defined marketing goals of a company. For example, F. Kotler (2022) sees marketing strategy as a systematic set of actions within a company's marketing activities that should ensure the implementation of strategic objectives.

In turn, J.-J. Lamben approaches the concept of marketing strategy as a continuous and structured process of analysing the needs of target segments, which involves the development of competitive products or services. This approach focuses on the ability of an enterprise to respond effectively to market demands, stay ahead of competitors in terms of consumer satisfaction and consider the audience's purchasing power (Kovalchuk, 2018, p. 158).



According to S. Voitovich, the most comprehensive definition of marketing strategy encompasses it as a long-term tool for achieving strategic marketing goals, based on the results of in-depth analytical research. Such a strategy is integrated into the overall strategic management system of the company, focusing on its key competitive advantages and based on a logically structured, consistent and cyclical management process (Voitovych & Potapiuk, 2011, p. 78).

In general, marketing strategy is interpreted as a strategic direction for the development of an enterprise, embodied in a long-term marketing plan, a defined set of actions aimed at achieving the set goals. In scientific discourse, the emphasis of different researchers varies, but what remains common is the understanding of marketing strategy as a component of strategic management that combines target planning with practical marketing policy tools (Struk & Kapral, 2023).

The content of a marketing strategy consists of identifying priority areas for the development of an enterprise, selecting target products or services, and developing mechanisms for their effective promotion and implementation (Melnyk, 2009, p. 215).

Marketing strategy is an integral part of the overall corporate strategy of a business system. Its formation is determined by several global market factors, among which the level of competitive pressure, industry characteristics, market potential, the company's competitiveness and the chosen market niche are fundamental. Within the globalised business environment, strategic marketing planning involves not only the development of key elements of marketing policy but also ongoing analytical support and flexible response to changes in market conditions. Adjustments to the marketing strategy become necessary if the planned performance results are not achieved, competition in external markets changes, new priority segments emerge, external conditions transform or consumer preferences change (Parkhomenko, 2022, p. 63).

In such conditions, marketing strategies must be adaptive, providing for various actions at different stages of strategic management. Consistency and coherence in selecting marketing decisions in a global context require synchronising goals, tools and control mechanisms, considering the level of internationalisation of management processes. This, in turn, creates the conditions for strengthening the position of business systems, ensuring their competitive advantages and strengthening stability in conditions of increased turbulence in the global economy. The success of strategic choices is primarily determined by the level of soundness of management decisions, their compliance with national

economic interests and their ability to strengthen economic security in the face of international competition (Korzh & Chub, 2017, p. 22).

Developing a marketing strategy involves a thorough analysis of its key components, including marketing objectives (sales growth, profitability, market share), as well as external factors (economic, political, socio-cultural, demographic, environmental) and internal parameters of the enterprise, including its resource potential, marketing competencies and level of competitiveness.

A marketing strategy has a number of defining components:

- the strategy is directly related to the main objective of the company or brand;
- forecasting and developing measures to achieve long-term results;
- it contributes to the formation of sustainable competitive positions in the market, relying on the internal resources and potential of the enterprise;
- it is primarily focused on satisfying consumer needs;
- its tools allow for a quick response to changes in the market environment;
- plays a leading role among functional strategies, as it ensures effective interaction between the enterprise and all market participants;
- serves as a basis for developing other functional strategies of the enterprise (Balanovska & Havrysh, 2013, p. 47).

The main objectives of the enterprise's marketing activities are:

- ensuring the practical application of marketing strategy in a highly competitive market, taking into account inflationary processes by involving the formation of a SWOT matrix based on a comprehensive SWOT analysis, as well as identifying promising areas of SMART specialisation within the Regional Development Strategy until 2027 and state programmes to stimulate the production of goods and services, which are implemented through budget financing.
- the ability to quickly adapt to changing economic conditions, both external and internal, by constantly searching for consumers of products, selecting optimal market niches and effective segments, as well as identifying factors for reducing the cost of manufactured products, actively developing commercial activities, in particular leasing property and trading in goods from other manufacturers (Bahorka & Ustik, 2022).

An effective marketing strategy for innovative development of an enterprise ensures the establishment of close ties between the manufacturer and the consumer at the stage of innovation development, takes into account the current needs of the target audience, which contributes to successful market entry with a high-quality product and an appropriate level of service for which there is



already or may be demand. The process of developing and evaluating a marketing strategy involves an in-depth analysis of the socio-economic environment in which the enterprise operates, as well as taking into account the social, economic, internal and external factors that influence the formation of innovative markets (Korniienko, 2023).

### **3.2. Key strategies for promoting Ukrainian fashion brands**

Strategies for promoting Ukrainian fashion brands are becoming particularly important in today's competitive market, where innovation, sustainability and cultural identity are at the forefront. In the context of globalisation, Ukrainian brands can make a name for themselves by effectively using digital platforms and social networks and creating unique images that combine tradition and modern trends. Promoting such brands requires a comprehensive approach that includes adapting to international requirements and attracting loyal consumers through emotional connection and high product quality.

The fashion industry is a promising component of the creative economy, which is rapidly developing thanks to the use of intellectual property. Fashion contributes to the formation of creative human capital both globally and in Ukraine. The creative economy is an important feature of modern society, manifested in 'economic relations that arise in the process of exchange and consumption of intellectual products based on intellectual property' (Davymuka & Fedulova, 2017, p. 57). The growth of creative industries and professions in the information society is becoming a key element in the formation of creative human resources. 'The experience of leading economically developed countries shows that creative human capital is becoming a determining factor in production and socio-economic development, gradually pushing other factors of production into the background' (Unknown, 2014).

Developing creative industries, one of the most important components of the intellectual economy in modern society, contributes to the introduction of technologies and innovations in various fields. A research study prepared by the Trade+ Foreign Trade Analytics Centre in 2019 states that "creative industries are key drivers of economic and social innovation. They support innovation in other sectors, provide creative ideas for new products, goods and services used in production processes, and contribute to the marketing support of innovative products. Thus, creative industries contribute to introducing new ideas and technologies in other areas, increasing their productivity and competitiveness" (Nikolaieva et al., 2021).

The fashion industry is important in stimulating innovative development in various economic sectors. The creative fashion industry, like other creative industries, ... contributes to innovation in numerous sectors (in particular industrial innovation) by providing creative ideas for new products (innovative content), goods and services used in production processes (e.g. software), as well as through marketing support for innovative products (innovative design, etc.). They also contribute to developing flexible, mobile and multidisciplinary networks, a project-based approach to the organisation of work processes, and the development of human capital and creative abilities (creative problem-solving skills).

Thus, creative industries contribute to introducing new ideas and technologies in other areas, increasing their productivity and competitiveness' (Babenko & Harashchenko, 2022, p. 155).

The fashion industry is constantly transforming under the influence of changing consumer preferences, dynamic trends and market fluctuations, which complicates the process of effective brand positioning. A lack of deep understanding of the needs and motivations of the target audience can lead to a loss of competitive position, reduced demand and mistakes in product portfolio development. In this context, target audience analysis is a strategically important tool for brand development in the fashion industry.

Market segmentation allows you to identify key consumer groups based on age, lifestyle, income level, and cultural references. For example, brands targeting a young audience focus on design relevance and affordability, while premium brands emphasise aesthetics, sophistication and status positioning.

Studying consumer motivational factors helps to understand the reasons behind their choice of specific brands, particularly regarding priorities such as environmental friendliness or exclusive design. Analysing attitudes towards the clothing selection process allows us to determine whether it is appropriate to integrate innovative solutions or stick with classic models.

Such approaches significantly increase the competitiveness of brands in the ever-changing fashion market (Kass & Pashkevych, 2024, p. 115).

The consumer market segmentation for fashion clothing is based on various criteria, each of which has its own characteristics and is applied according to the goals and objectives of the manufacturer or distributor of the fashion product. In marketing practice, a single criterion or a combination of criteria can ensure more accurate product positioning.

**The main segmentation criteria include:**

1. **Geographical criterion** – involves dividing the consumer market according to territorial characteristics: regions, cities, population density and other spatial characteristics.

2. **Demographic criteria have a decisive influence on the perception of fashionable goods and include** parameters such as age, level of education, religious affiliation, family life cycle stage, income, etc.

3. **Attitude towards the product** – focuses on assessing consumer behaviour in interaction with the product, particularly the level of consumption intensity, brand loyalty and willingness to make a purchase.

4. **Consumer style** – covers individual habits and purchasing behaviour patterns, allowing the perception of new fashion products among the target audience to be predicted.

5. **Psychographic criteria** – based on the study of value orientations, personal interests, social roles and lifestyle of consumers that form a specific behavioural model.

6. **Individual-personal criterion** – considers individual consumers' unique psychological and behavioural characteristics, which may constitute separate micro-segments of the market. This approach is particularly relevant in the case of customised production or the development of individual collections in the *haute couture* format (Chuprina, 2015, p. 75).

The fashion industry has changed its approach to advertising, moving away from simply beautiful photoshoots to taking responsibility for what it offers the world. Brands no longer inform their target audience but bear social responsibility. Fashion has come under fire for polluting the environment and promoting a limited view of beauty that only depicts thin, young, white women. As a result, society has begun to demand more diversity and social responsibility from brands.

Many brands are now actively developing sustainable practices. For example, Adidas and Stella McCartney produce collections made from recycled materials, and Patagonia teaches consumers to buy less and donate old clothes for recycling. At the same time, some fast-fashion brands, such as H&M, despite claiming to be socially responsible, have faced criticism for their working conditions and exploitation.

There is still great potential for change in the fashion industry, especially regarding diversity on the catwalk. Brands that create clothing for transgender men and collections for plus-size models are examples of how fashion can be-

come more inclusive, but big brands still have significant room for change (*Yak svit mody*, 2019).

In crisis market conditions, fashion brand promotion strategies are adapted to external and internal factors of the marketing environment, such as rising prices, falling demand and reduced advertising budgets. The transition to less costly promotion channels, such as internet marketing, CRM marketing, referral marketing and cross-marketing, allows brands to reduce costs and interact more effectively with their target audience (Chaban et al., 2024, p. 193).

The Ukrainian fashion business is experiencing difficult times due to the crisis, declining demand, logistical problems and product shortages. Brands adapt to the new conditions, changing their product ranges and strategies. For example, due to inflation and rising logistics costs, brands are using more affordable materials and shifting focus to comfortable clothing for everyday wear. Changes in the lifestyle of Ukrainians, particularly freelance work and power cuts, contribute to increased demand for comfortable clothing.

Some brands, such as Marsala and Once, have repurposed their facilities to manufacture products for the military, allowing them to find new market niches. Others, such as Kachorovska, have adapted to military themes and then returned to their regular product range. At the same time, The COAT and Nadya Dzyak are actively developing international markets through collaborations and pop-up stores in Europe.

For Ukrainian brands targeting the global market, using marketplaces such as Etsy and a white label strategy that allows them to work with international companies is important. The Guzema Fine Jewelry brand has successfully adapted to changes, maintained its presence in international markets, and actively supported charitable initiatives. The Ukrainian fashion business continues to develop, seek new opportunities and partnerships, and demonstrate resilience in the face of war (Doroshevska, 2023).

TTSWTRS is a Ukrainian brand that has gained popularity thanks to its innovative design and collaboration with well-known influencers and celebrities. The brand has attracted a global audience, particularly in the United States, Ukraine, and Asia, through participation in international fashion shows and active use of social media. The basis of its success is its original design, particularly bodysuits with tattoos on fabric, which attract the attention of fashion lovers and critics. In addition, the brand collaborates with the media and journalists, which helps to create the desired image and increase popularity.

Brand founder Anna Osmekhina, who began her styling and costume design career, created TTSWTRS in response to the need for comfortable and stylish clothing. The brand has become well-known on the global fashion scene thanks to successful PR, expanded production, and collaborations with international concept stores (Yevladenko, 2023).

With the onset of the war and economic difficulties, many Ukrainian brands, such as VOVK, Must Have, and Arber, have demonstrated their ability to adapt and expand their business domestically and abroad quickly. For example, Arber opened its first store in Georgia in November 2022, and VOVK continues actively expanding its network. In addition, the growing demand for Ukrainian goods in countries such as Poland provides new opportunities for domestic producers seeking to make a name for themselves internationally.

Platforms, in particular Vsi.Svoi, are focusing on physical multi-brand stores, which provide an opportunity to promote Ukrainian brands. Despite the financial difficulties associated with the pandemic and the war, Vsi.Svoi could resume its activities and continue working in Kyiv, attracting new consumers. Their concept was so successful that many Ukrainian brands could fill the niche left by foreign retailers who left the market due to difficult conditions.

Ukrainian brands such as Must Have and Giulia are adapting to the new conditions, quickly changing their strategies and responding to market needs. Companies have reduced the scale of their collections and focused on more compact but relevant models. For example, Must Have switched to producing tactical clothing for the military and expanded its range with patriotic goods, allowing it to maintain its market share and attract new consumers even in the most difficult times (Symonenko, 2023).

The low effectiveness of branding by domestic fashion manufacturers is due to the fact that companies often fail to take important factors into account. In today's market, creating a brand that covers the entire segment is virtually impossible, so it is important to focus on a specific target audience. The brand concept should be based on a precise and unique positioning that is important to consumers, understandable and possible to defend strategically. Brand development takes at least six months, and maintaining it requires significant ongoing investment, a high level of technological culture within the company, and a culture of quality.

The success of a fashion brand on the market depends on a well-formed portfolio of brands, whose functioning must be well thought out and consistent with the overall strategy. To do this, it is important to have a successful team capable of developing a conceptual idea for the brand and determining ways to

promote and popularise it. In addition, it is important to adapt global experience in brand creation to ensure competitiveness in the market. Aggressive brand growth, improved visualisation, a creative approach to communications, and the attraction of loyal consumers contribute to successful branding development in the Ukrainian fashion market (Frolov, 2021, p. 362).

### **3.3. EYE COMS LLC's experience creating visual identities for Glovo Ukraine and DTEK Group of Companies**

EYE COMS LLC's practice in shaping the visual identity for Glovo Ukraine and DTEK Group is an excellent example of successfully adapting corporate missions and visions through unique design that shows off each brand's values. The company used innovative approaches, combining creativity and strategic vision to create images that harmoniously blend with both brands' marketing goals and target audiences. Let us start by looking at the specifics of creating a creative project for the DTEK group of companies.

The DTEK Group is implementing the Energy Ornament project to strengthen the link between the company's corporate culture and Ukrainian national traditions. Through a series of initiatives – a flash mob, a virtual exhibition of embroidered shirts, the creation of a unique ornament, educational events and collaboration with Ukrainian designers – the company demonstrates its openness to culture, innovation and social values. This project supports national identity and shows that DTEK is a modern energy leader who cares about its environment and values its team.

The initiative's primary goal is strengthening the company's internal unity, building trust among employees and stakeholders, and promoting DTEK's values as an innovative and socially responsible organisation. The project contributes to increasing employee loyalty and motivation and a deeper understanding of the company's mission, which combines Ukraine's cultural heritage with a vision of a sustainable energy future.

Cultural code is fundamental to a nation's self-awareness, ensuring continuity between generations. It encompasses the knowledge, traditions, values and beliefs that shape a society's identity. Its role becomes crucial when people seek support in history and heritage during times of change and instability. Like a 'patterned hard drive, the cultural code stores the most valuable information about the past and passes it on to the future. Through culture, we gain a deep understanding of our origins and develop the ability to move forward. The 'Energy Ornament' concept, which combines elements of traditional Ukrainian culture



with the current corporate identity of DTEK, serves as a symbolic link between historical heritage and the vision for future development. The main element is the Tree of Life, which symbolises the connection between generations, the development of the brand and its mission as a generator of energy and change. The ornament visualises the key stages of DTEK's history, weaving them into the national cultural code through symbols from nature, folklore and regional heraldry. The pixel style adds a contemporary feel to the design, reflecting the company's technological expertise and strategic focus on innovation and sustainability. Thus, the ornament becomes a unique visual code emphasising DTEK's values and deep connection to Ukrainian culture.

In Ukrainian culture, the tree of life symbolises vitality, fertility, the connection between generations and harmony with nature. For DTEK, this image embodies the ideas of joint development, mutual support, environmental responsibility and devotion to the Ukrainian land. The tree's symbolism conveys the unity and cohesion of the company's team and its commitment to sustainable growth through innovation and the preservation of cultural heritage. The spiritual dimension of this image reflects respect for traditions, the experience of predecessors and the desire to build a better future.

The Energy Ornament project covers a wide range of work to create a comprehensive cultural and communication product for DTEK. The main element was the development of a visual Energy Ornament, considering the concept, storytelling, design and symbolic elements. Production work played an important role: a video presentation for the company's anniversary was created, which included script development, storyboarding, animation and final editing. At the same time, educational sessions with an ethnographer curator, lectures for employees, streams and dialogues were held to reinforce the value dimension of the project. The copywriting part was also implemented: writing texts for announcements, press releases and the 'Ornament of Energy' itself. The final stage was creating a concept for a web store with unique merchandise, site architecture and visual design.

The Energy Ornament is a unique project that combines the depth of Ukrainian cultural tradition with the innovative essence of DTEK. The central element of the composition is the Tree of Life, a symbol of unity between generations, fertility, strength and development, which also embodies the company's DNA. During the creation of the ornament, authentic elements were developed to symbolise deep roots, a connection with nature and national heritage, and technological motifs representing DTEK's modern movement towards innovation and

sustainable development. The project was implemented with the participation of folklorist Yaryna Syzyk, who gave it depth and authenticity.

As part of the Energy Ornament project, copyrights were developed to emphasise the depth and meaning of the symbols in DTEK's cultural code. A press release on Embroidery Day marked the official launch of the initiative, in which the ornament appears as a visual embodiment of the company's values, mission and history. Announcements of educational sessions with ethnographer Yaryna Syzyk aim to involve employees in creating the ornament through the interaction of knowledge and collective creativity. Informative texts were also developed to explain the meaning of each element of the Energy Ornament about DTEK's activities. Each copyright strengthens the link between Ukrainian cultural heritage and the company's modern identity.

As part of the project, a comprehensive course of educational lectures was created and implemented in collaboration with curator and ethnographic heritage researcher Yaryna Syzyk. The course covered aspects of cultural code, the symbolism of Ukrainian ornamentation and how it can be interpreted in the context of DTEK's modern corporate identity.

Live streams and open dialogues with representatives of business units ensured the active involvement of over 200 employees, including HR specialists. The educational cycle became a platform for exchanging ideas, generating creative solutions and jointly forming the concept of Energy Ornament.

As part of the video production for the Energy Ornament project, we developed a concept, script and storyboard that visualise the key ideas behind the project. The team also created animated elements, selected background music and conducted test graphics generation. The final video is currently being edited. The video presentation will be important to DTEK's cultural code communication before the company's anniversary. Educational activities continue in parallel, with dialogues involving more than 200 employees and HR professionals.

The DTEK online store is a space where employees can find branded products that reflect the company's values, mission and cultural code. The project is designed to meet the need for high-quality merchandise and unite the team around the idea: 'Light starts with you.' This is a step towards creating an internal movement of self-identification, where every item in the store embodies the energy of action, the heritage of Ukrainian traditions and DTEK's modern approach to social responsibility.

The store operates according to a convenient and transparent algorithm: from browsing the catalogue to placing an order using a special form. After

confirming the order, the customer receives payment details sent in a convenient format. Part of the proceeds from each purchase is automatically donated to charity, allowing employees to contribute to an important social mission through their purchases.

The product catalogue is divided into convenient everyday use and gifts categories: 'For Work', 'For Children', 'Style', 'Gifts', and 'Trinkets'. The online store is more than just a platform for sales; it is a symbol of unity, inspiration, and a means of strengthening the DTEK brand among internal and, subsequently, external audiences.

Two possible technical solutions were considered for creating the DTEK online store, each with its characteristics and limitations. The WIX platform is suitable for quick implementation in the first stage, as it has easy-to-use templates, a user-friendly interface and minimal functionality for a small store. However, its limitations include the inability to keep inventory and accounting records and the lack of payment functionality directly on the website. The second option is to use SharePoint Online, which allows you to create a product catalogue and place orders for DTEK employees. However, this platform does not support online payment, which makes it less convenient for a fully functional online store.

As part of its cooperation with Ukrainian manufacturers, the store can offer diverse products, such as goods from brands that actively support social initiatives. For example, Dodo Socks manufactures socks and underwear, focuses on Ukrainian identity and support for the army, and donates part of its profits to the Ukrainian Armed Forces. Creative Depo, a Ukrainian brand from Kyiv, combines streetwear with classic elements in its collections and actively supports the military. 4TEAM CLOTHING from Kharkiv produces high-quality clothing, with part of the profits from sales going to social projects and military aid. All these brands can become part of the online store's assortment, emphasising social responsibility and support for national producers.

The DTEK store website is where company employees can find exclusive merchandise that reflects the corporate values and mission of 'light.' It offers a stylish range of everyday items and gifts that emphasise the brand's innovative spirit and Ukrainian identity. Each product has its own story and symbolises a contribution to a common goal.

The development of a visual ornament for Glovo Ukraine aimed to create a unique and easily recognisable graphic element that combines current trends in modern design with Ukrainian ethno-cultural traditions. The proposed ornament represents the dynamics and efficiency of the delivery service, which are

characteristic features of the company, while emphasising its integration into the national cultural context. Using motifs associated with movement and transformation helps create emotional engagement with customers and strengthen their associative connection with the brand. Each element of the ornamental composition has been carefully thought out to support Glovo's positive image as an innovative and socially responsible company in the Ukrainian market.

The pattern for branded embroidered shirts was created considering the aesthetic principles of Ukrainian tradition, but in the context of modern style. Cream-coloured stretch linen was produced, ensuring high ergonomics, comfort and visual elegance. The ornamental composition is realised in delicate graphics, emphasising natural and national-cultural symbols, forming a harmonious synthesis of authenticity and modernity. Separately designed versions of women's and men's embroidered shirts with different ornamentation emphasise the wearer's individuality. These products are versatile: they are appropriate for formal and everyday contexts.

The ornamental solutions for embroidered shirts are based on the principles of symbolic design, in which traditional imagery is reinterpreted through the prism of contemporary graphic thinking. Every detail of the embroidery has a semantic meaning, emphasising the connection with natural images and the spiritual heritage of Ukrainian culture. Premium packaging complements the brand concept, emphasising the uniqueness of the product and its high quality. At the same time, environmentally friendly materials that meet current sustainable production standards are used. The packaging design retains its aesthetic appeal and serves as an emotional enhancer of the brand's image, becoming a full-fledged gift item for those who appreciate Ukrainian style and cultural identity.

## **4. Conclusions**

In the course of studying the topic 'Features of the marketing strategy for promoting a fashion brand (based on the example of EYE COMMS LLC), the following conclusions were formulated:

1. It has been established that marketing strategy plays a decisive role in ensuring the sustainable development of an enterprise, as it allows resources to be systematically focused on achieving strategic goals and maintaining growth dynamics. A comprehensive marketing strategy covers the entire spectrum of a company's activities: from identifying target market segments to developing operational measures to attract consumers and strengthen competitiveness. The flexibility and adaptability of the strategy to changes in the external envi-

ronment are critical conditions for the effective functioning of an enterprise in a competitive market. Regular updates, analytical support and adjustments to marketing activities ensure a timely response to changing market trends and allow for a more complete response to the current needs of the target audience.

2. Research has shown that the promotion strategies of Ukrainian fashion brands should be based on a combination of national identity, innovative methods and practical marketing tools. The active use of digital platforms, cooperation with international influencers and participation in global fashion events are key to increasing brand awareness. In addition, implementing sustainability and ethical principles is an important direction that helps strengthen consumer loyalty. For successful promotion, it is necessary to clearly define the target audience and adapt the product accordingly through personalisation. Given the great potential of Ukrainian fashion on the international market, it is important to use local cultural elements as a competitive advantage.

EYE COMMS has demonstrated high creative expertise and professional competence in developing a comprehensive corporate visual identity for Glovo Ukraine and the DTEK Group of Companies. In the case of Glovo, a visual identity was created that effectively represents the brand's innovation and dynamic nature, helping to increase its market recognition and form a strong emotional connection with consumers. An identity solution was developed for DTEK that emphasises such value characteristics as stability, reliability, and attractiveness to investors, harmoniously integrating them into the overall corporate strategy and reflecting the key principles of the brand. In addition to logos, significant attention was paid to visual attributes – colour palettes, typography and graphic elements – that complement the identity concept. The relevance of their design approaches distinguishes both cases, their compliance with modern visual trends, and their adaptability to a multi-platform environment, which ensures the brands' consistent visual integrity and flexibility in the communication space.

**Scientific novelty.** For the first time, using the example of the Ukrainian creative agency EYE COMMS LLC, practical approaches to forming a marketing strategy for promoting a fashion brand have been systematised, taking into account the national cultural code, digital technologies and crisis conditions of business operation. The work combines the theoretical foundations of strategic marketing with practical cases, creating an adaptive branding model for companies in the fashion industry in Ukraine.

**Significance of the research.** The research results can be used as a methodological basis for specialists in marketing, brand management and fashion

communications. They contribute to understanding the mechanisms of fashion brand promotion in economic transformation, war and digitalisation. They can be adapted by small and medium-sized businesses to increase brand awareness, audience loyalty and sustainability in a competitive market.

**Prospects for further research.** Promising areas for further research in marketing strategies for brand promotion in the fashion industry include an in-depth analysis of the effectiveness of digital tools, particularly social media marketing (SMM) and search engine optimisation (SEO), as key factors in attracting new target audiences. Special attention should be paid to ethical standards and sustainable development principles in shaping consumer loyalty and strengthening brand positioning in international markets. The scientific discussion should also focus on the personalisation of marketing communications based on consumer data analysis to increase the relevance of campaigns and maintain the competitiveness of brands in a dynamic market environment.

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