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## **ADVERTISING OF INSURANCE SERVICES IN THE CONTEXT OF WAR: ANALYSIS AND DEVELOPMENT PERSPECTIVES**

Today, both the population and the state as a whole are facing quite complex challenges associated with war, which have led to exacerbation of social, legal, economic, security, and other issues. War not only presents the population with complex security tasks but also simultaneously increases the need for life, health, and property insurance services, helping the population understand probable risks and the possibility of protection. Therefore, the analysis of advertising of insurance services and identification of key aspects of its effectiveness and development perspectives become particularly important.

Aspects of this issue have been highlighted in the research of scholars such as V. Bazilevich, L. Balabanova, T. Vasilyeva, A. Voychak, O. Vilenchuk, A. Dayan, D. Jobber, P. Drucker, R. Mahbubur, A. Karpenko, F. Kotler, O. Prokopchuk, A. Suprun, G. Stewart, S. Osadets, and others.

With the onset of full-scale invasion in Ukraine, the number of insurance companies in Ukraine decreased to 98 as of 2024, while the number of non-bank financial market participants increased to 1060 by the end of February 2024, and the number of banks remained unchanged at 63 [1]. This suggests that in modern conditions, the competitiveness and development of relationships related to the provision of insurance services are influenced by professionally developed marketing activities [2].

If previously advertising was considered as paid messaging aimed at a certain category of potential clients (consumers) transmitted through mass media (hereinafter referred to as media) or any other public means in favor of a certain service, brand, etc. [3], then with the development of digital marketing, the term has significantly expanded. The essence of a real advertising campaign corresponds more to the concept of "marketing communication mix" and combines modern directions of advertising activities, including advertising in media; sales promotion activities aimed at forming a positive public opinion about the service (public relations); as well as the search, retention, and restoration of long-term relationships between the company and the client (direct marketing) [5].

In particular, speaking of insurance advertising, it primarily takes into account the interests of all groups of policyholders, the peculiarities of population demands, income levels, their motivations - saving money in the event of an insurance case [4], natural-climatic conditions, including the unstable situation in the country, namely the activity of hostilities, and other factors.

When developing advertising, it's pertinent to start with the following considerations: the objectives of the advertising message; the target audience (consumers) for whom such advertising is intended; its direction; the means of information and specific advertising media; the concepts and forms of implementing advertising messages; methods of conducting advertising campaigns in specific languages; and means of monitoring advertising effectiveness [3]. However, advertising in insurance will only be effective if a clear sequence is followed in its implementation [2].

As the purpose of advertising is to facilitate the conclusion of new insurance contracts and renewals of previously concluded ones, as well as to support the image, for effective influence on consumers, companies operating in the insurance sector should utilize various approaches and means of advertising influence. Among the main such means are: offline channels such as illuminated signs, electronic

billboards, banners, brand walls, city lights [2], print media, television, radio, and sponsorship [6], exhibitions, seminars, presentations, discounts, souvenirs, as well as advertising at transport stops, etc. Prominent signage attracts consumer attention and encourages them to enter into insurance contracts. Additionally, it's essential not to neglect a comprehensive set of measures to convey commercial information directly to the purchaser at the point of service, which would prompt immediate action. Such advertising should act "instantly", otherwise, it loses any sense [2], and online channels such as SEO, contextual and targeted advertising, SMM promotion, PR in online media, crowd marketing, and email marketing [6].

Advertising campaigns of insurance companies play a key role in popularizing these services, not only reflecting their importance and accessibility to all layers of the population but also carrying functional load aimed at presenting the insurer and creating its image.

During wartime, advertising campaigns of insurance companies have the potential not only to attract clients but also to increase public awareness of risks and protection opportunities. Properly designed advertising can play a key role in shaping insurance culture, which is an important aspect of stabilizing the economic situation in wartime conditions.

It is considered that the most crucial characteristic of an advertising campaign is its effectiveness [2]. The effectiveness of advertising campaigns in the insurance sector during wartime depends on the following factors: clarity of the message, meaning that advertising should clearly reflect all the risks and benefits of insurance protection from the company's perspective in wartime conditions; emotional interaction, meaning that advertising should contain an emotional component of the advertising message, which can be fundamental for attracting attention and engaging clients; accessibility and simplicity, implying that insurance services should be accessible and understandable to all social groups [2].

Taking into account the challenges associated with war, innovations in insurance advertising can make these services more accessible and effective for the population. The use of digital technologies, personalized approaches, and improved service quality can contribute to increasing public interest in insurance products during wartime.

Therefore, considering the above, advertising in the insurance sector, particularly in the context of war in Ukraine, plays a significant role in shaping awareness and interest in insurance protection among the population. Clear targeting of the main aspects of risks and advantages of insurance protection, along with innovative approaches to advertising, can form the basis for increasing the effectiveness of advertising campaigns and developing the insurance culture in wartime conditions.

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