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ENGLISH TRIGGERS IN UKRAINIAN ADVERTISING

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Sale, Must have, New drop – these words often work more effectively than long advertising texts. In Ukrainian advertising, they appear on storefronts, social media feeds, and push notifications, instantly attracting consumer attention.

English-language elements have evolved from simple linguistic decoration into powerful marketing tools that shape brand perception and purchasing behavior.

The relevance of this topic is explained by the rapid growth of digital marketing, brands' focus on younger audiences, and globalization. English in advertising is increasingly associated with modernity, trendiness, and openness to the global market, becoming a deliberate marketing choice. To illustrate this, Ukrainian brands from different niches were analyzed: the clothing brand Solmar, the coffee chain Aroma Kava, and the online marketplace Rozetka, demonstrating how English-language triggers operate across various business formats.

Marketing triggers are words or phrases that provoke quick emotional responses and motivate consumers to take action, especially to make a purchase. English-language triggers are typically short, easily recognizable, and clear even to non-fluent speakers. The most common examples include Sale, Must have, New drop, and Limited, all of which create a sense of urgency, exclusivity, and relevance.

The Ukrainian clothing brand Solmar regularly uses English-language elements in its communications, including phrases such as Sale, Look from coffee, New collection, English names of colors, and the term denim to denote jeans products. This approach emphasizes the brand's orientation toward international fashion trends.

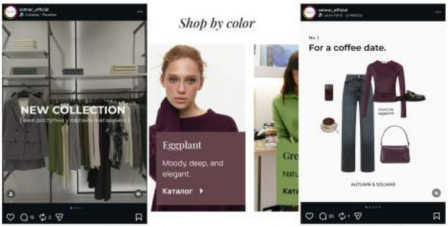


Figure 1 – Use of English-language elements in the Solmar brand

In the advertising messages of the Aroma Kava coffee shop chain, English-language triggers are especially noticeable in seasonal campaigns: words such as Christmas and Winter menu are used instead of their Ukrainian equivalents, which helps shape the image of a modern urban brand.

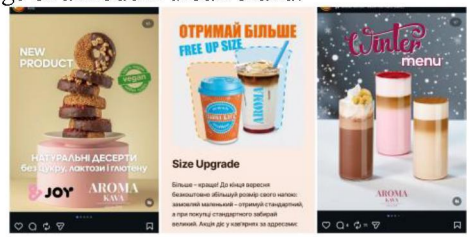


Figure 2 – Use of English-language elements in the Aroma Kava brand

In contrast to the previous examples, the marketplace Rozetka mostly avoids using English words in its advertising messages. The brand's main marketing trigger is the word "даруємо" ("we give as a gift"). At the same time, borrowings such as "ритейлер" (retailer) and "мегасейл" (mega sale) have English origins but are presented in a Ukrainianized form.



Figure 3 – Use of English-language elements in the Rozetka brand

The use of English triggers in advertising has a clear psychological impact: they create a sense of urgency or scarcity, increase interest, and boost consumer engagement. However, excessive use of Anglicisms may reduce trust or complicate perception for some audiences, which is why most Ukrainian brands combine Ukrainian and English through code-switching.

Thus, English-language marketing triggers are an important element of modern Ukrainian advertising. The examples of Solmar, Aroma Kava, and Rozetka show that English is used selectively, depending on the niche, brand image, and consumer expectations, highlighting the need for a balanced approach that preserves both marketing effectiveness and linguistic identity.