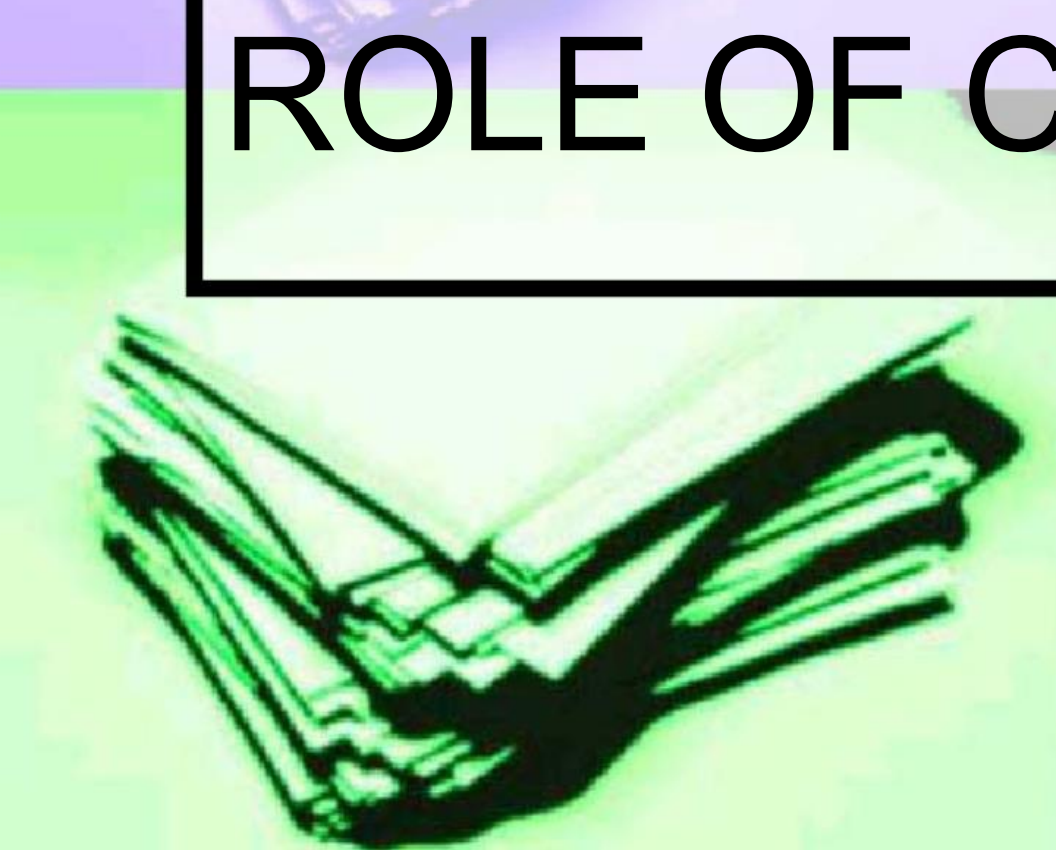




ROLE OF CREATIVITY





Advertising creativity

- **ADVERTISING:** the activity of attracting public attention to a product or business; the business of designing and writing advertisements
- **CREATIVITY:** Ability to generate fresh, unique and appropriate ideas to solve communications problems.
- The word creation means "All created things products of human intelligence, especially of imaginative thought;"



Advertising

- advertising is itself communication link between the product or service and the consumer; hence, between the producer and the consumer. The media of course would include newspapers and magazines, radio, television, posters and everything that can be used to inform the customer about the product or service

Elements of creativity & Advertising.

- The essential elements of creativity & Advertising
 - imagination
 - inventiveness
 - inspiration



Purpose of using creativity in advertising

1. To draw viewers attention

Ads must be Funny



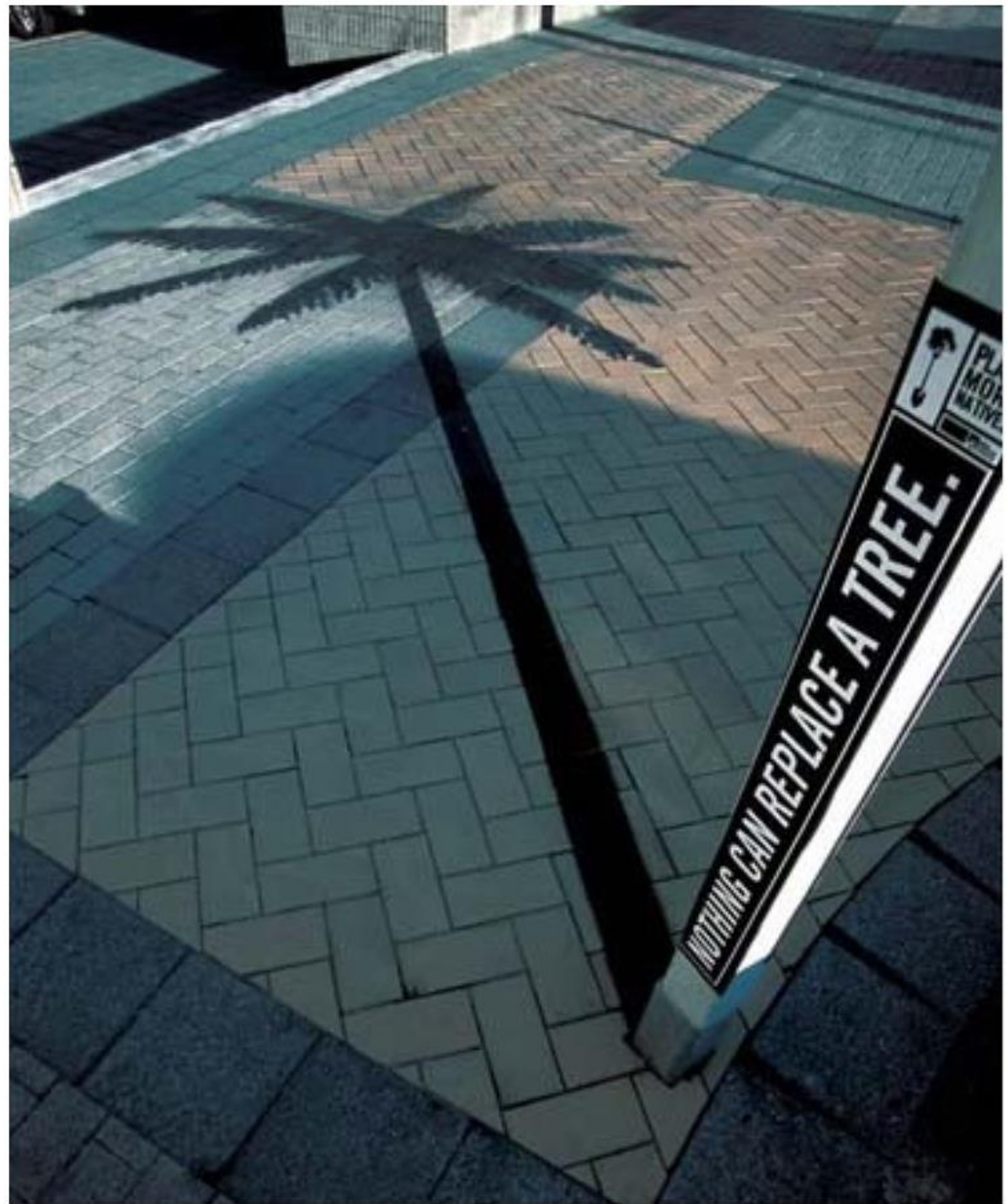


clever





unique





exciting





2 . To create interest





3 . To attract viewers .





Key Factor In Successful Advertising

- Team work
- Effectiveness
- Communication



Planning Creative Strategy

- Research
- Creative Brief
- Strategy statement
- Communication Objective
- Verification and revision
- Creative theme/idea
- Message appeals



Taking Creative Risks.

- Many Creative people follow a proven formula when creating ads, because they are safe.



Creative Process

- Preparation

- Gathering background information

- Digestion

Taking Information, work on it & wrestling with it in the mind.



Creative Process

□ Incubation

- Idea development

□ Illumination

- Seeing the solution

□ Verification

- Refining the idea and finding the appropriate solution





Background Research

- Learn as much as possible about product or service, target market, competition and any other relevant research
- Focus groups:
 - Give insight as to why and how consumers use a product or service
 - What is important to them in choosing a particular brand
 - What they like and dislike about certain products or services



Qualitative Research Input

- Focus groups and depth interviews can help with ad creation and testing. Here are some applications,
- exploratory needs and wants assessment
- brand or product positioning
- ad concept testing



Creative Strategy Development

- Campaign theme
 - Should be a strong idea
 - Central message that will be communicated in all advertising and other promotional activities
 - Short term in nature, done on annual basis



Successful Long-run Campaigns

- **Nike**

- *Just do it*

- **Allstate Insurance**

- *You're in good hands with Allstate*

- **Hallmark cards**

- *When you care enough to send the very best*

- **De Beers**

- *A diamond is forever*

Successful Long-run Campaigns



□ Intel

□ *Intel inside*

□ State farm insurance

□ *Like a good neighbor, state farm is there*

□ Timex watches

□ *It takes a licking and keeps on ticking*

□ Dial soap

□ *Aren't you glad you use dial?*

Major Selling Theme/ Idea

- Best approaches for developing effective advertising:
 - Using a unique selling position
 - Creating a brand image
 - Finding the inherent drama
 - Positioning





Unique Selling Proposition

- Each advertisement makes a proposition to the customer
- It must be one the competition cannot or does not offer
- It must be strong enough to pull over new customers to the brand

Creating a Brand Image

- Brand image or personality is particularly important when brands are similar
- Every ad must contribute to the complex symbol that is the brand image



Finding the Inherent Drama

- Characteristic of the product that makes the consumer purchase it
- Find the inherent drama or characteristic of the product that makes consumers buy it



Positioning

- Establish the brand position in the consumers' mind
- Done for companies as well as brands



Message Appeals

- Approach used to attract the attention of consumers and /or influence toward the product or service
- Types of appeals:
 - Price appeal
 - Quality appeal
 - Star appeal



Message Appeals

- Ego appeal
- Fear appeal
- Sensory appeal
- Sex, love & social acceptance appeals



Too much of creativity

- It is crucial that the ads establish a strong link between the message & the products so that the remembering the commercial means also remembering the product.



Creativity Versus profit

- Some TV advertising campaigns are memorable works of art.
- There is a significant difference between creativity (the kind where you are funny) and profitable creativity, the kind where you systematically make money from your advertising.



Award Winning Advertising

- If everybody loves a winner, how can small businesses prove they are winners? One easy way: Win awards.
- Awards can catch the eyes of prospective clients and offer current customers comfort that they have made the right choice.



