

# **Creativity in Public Relations**



**A definition of creativity**

- as an individual talent
- as a process
- as a product
- as recognition by others

# Creativity as an individual talent

## A definition of Creativity



### Innate talent

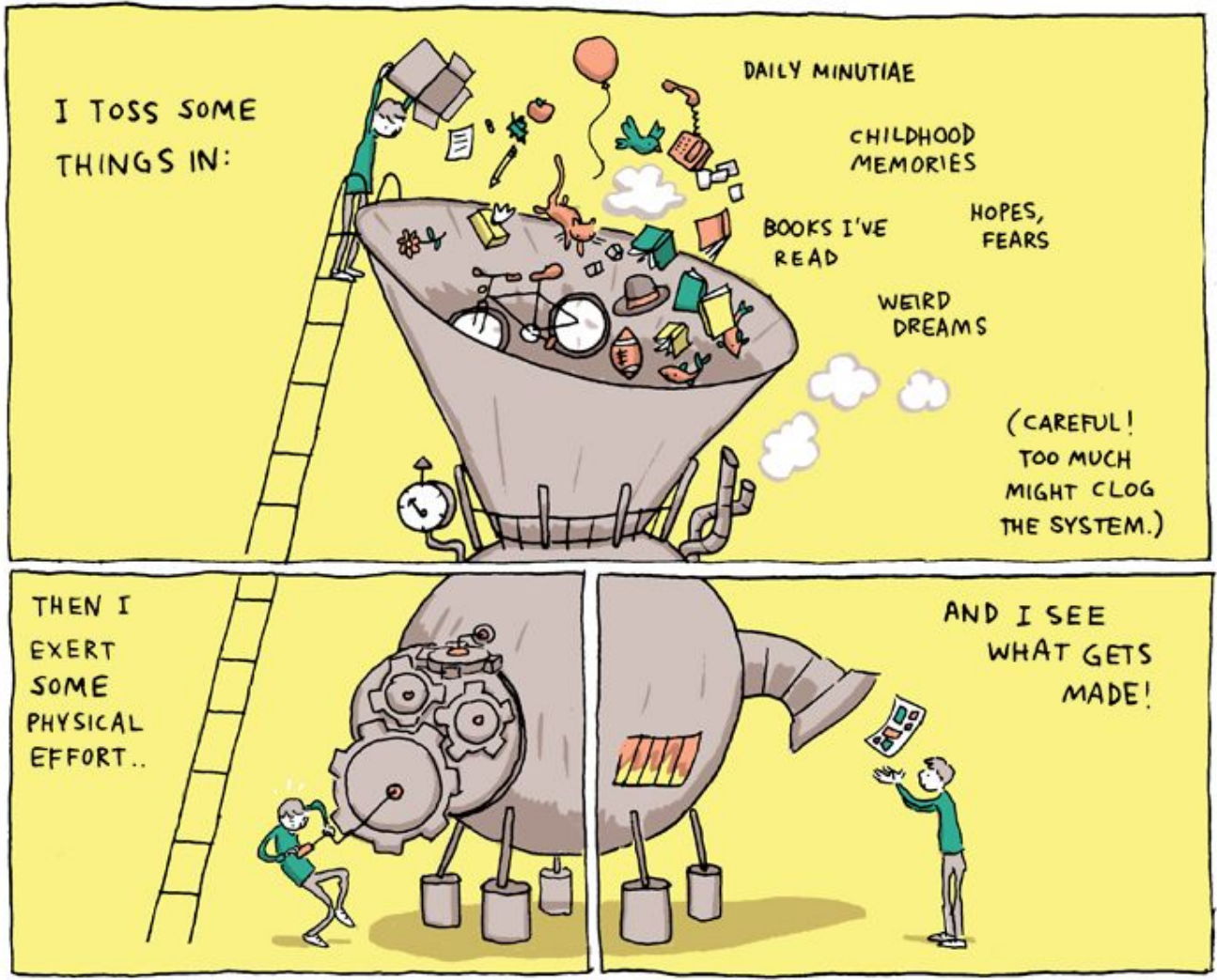


If we all have this creative ability, what marks out work regarded as 'creative' from that seen as 'non-creative'?



# Creativity as a process

# A definition of Creativity



Create something new by bringing together different elements

# Creativity as a product

# A definition of Creativity



A form of problem solving

Conventional approach



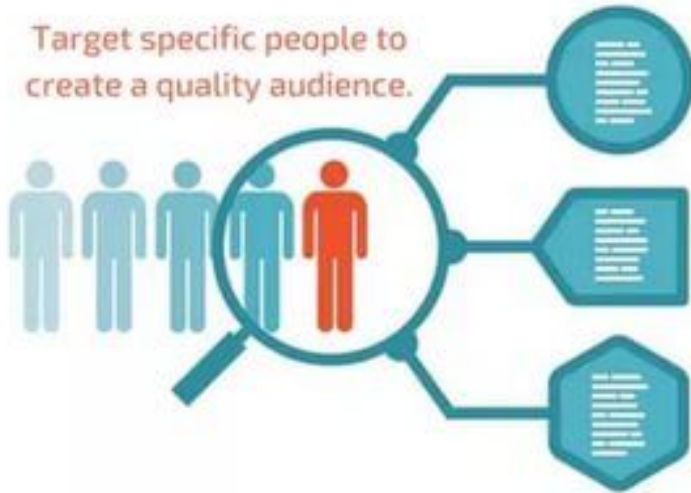
## Creativity as recognition by others

## A definition of Creativity

The audience has also need to demonstrate creative skills and understanding to appreciate and value the work of

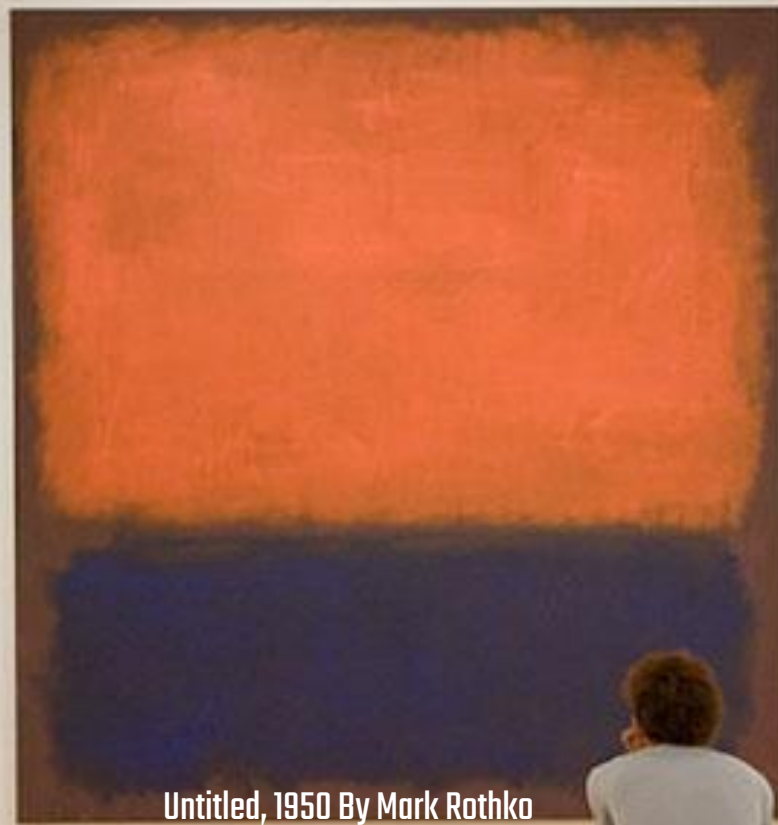
creativity.

Target specific people to  
create a quality audience.



**THE ART  
AND THE  
AUDIENCE**

# Added Value



Untitled, 1950 By Mark Rothko

# Three Tribes of PR Professionals



## TRIBE

### **'DASH-OFF-INTO-DOTTINESS BRIGADE'**

- \* offbeat idea before product

## TRIBE

### **'ADDED-VALUE CONNOISSEURS'**

- \* analyse the situation, assess what is required

## TRIBE

### **'NUTSAND-BOLTS TRIBE'**

- \* not to be creative



# Added Value



**Added value is a form of  
currency**



# Who decides what is added value?

□ added value is evaluated externally to the **CREATOR**

## Factors

### □ THE CONTEXT OF THE CREATIVE ACT

- **the impact of the creative product on its marketplace**
- **the relative importance of that marketplace in the wider society**
- **time**
- **shifting context**



The Intouchables (2011)

Creative people can act like the currency speculator

## Still

- **cannot dictate** the actual value of their creative product
- **may influence** how the added value is perceived in their respective markets, yet cannot control the outside world





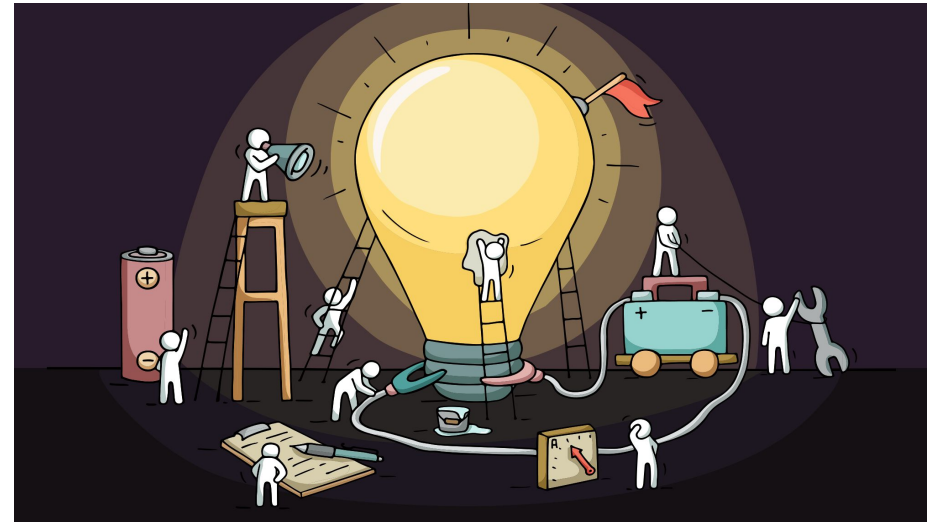
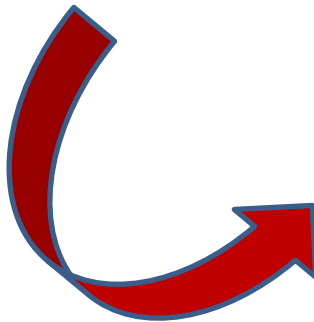
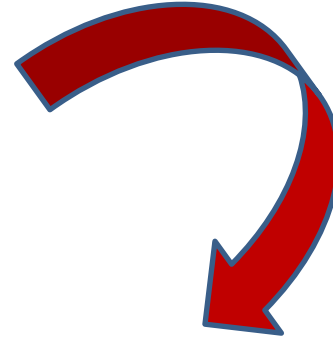
**Children's Drawing**  
40\$



**Mark Rothko's 'Orange, Red, Yellow'**  
\$86.882.500

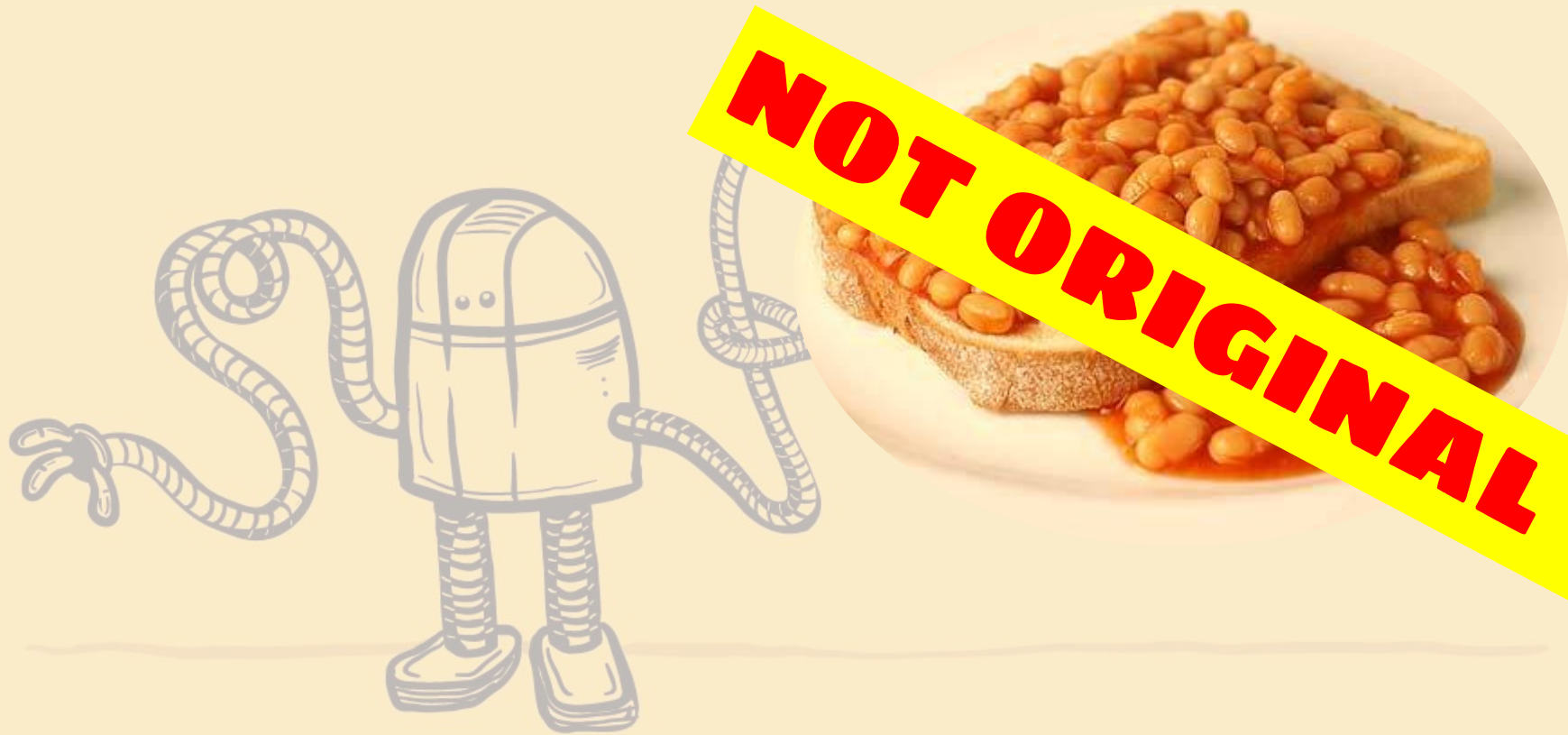


# CREATIVITY VERSUS INNOVATION



Filatova A.

# CREATIVE THINKING VERSUS NON-CREATIVE THINKING



*THE SAME COMBINATION OF ELEMENTS  
PREVIOUSLY USED*

# CREATIVE THINKING VERSUS NON-CREATIVE THINKING

**ADDED VALUE**



Filatova A.

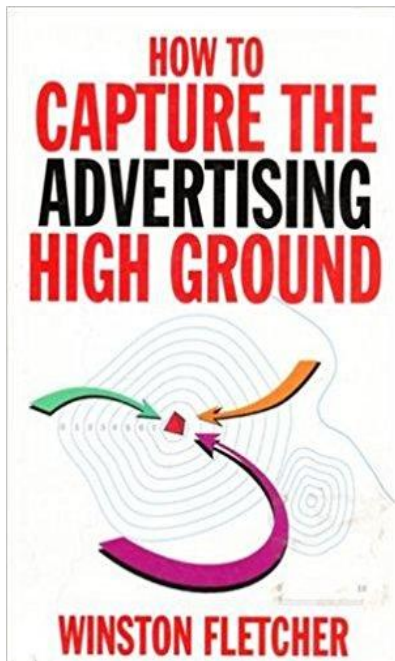


**INNOVATION IS A STATE OF MIND**

# BIG 'C' OR LITTLE 'c'

□ I DON'T HAVE A CREATIVE BONE IN ME

□ YOU ARE EITHER CREATIVE OR  
YOU ARE NOT



**CREATIVITY IS LIKE HEIGHT, WEIGHT AND STRENGTH... WE ALL HAVE DIFFERENT AMOUNTS, BUT WE ALL HAVE AT LEAST SOME**

WINSTON FLETCHER



# WE ARE ALL CREATIVE

- ✓ We all have varying degrees of **creative talent**
- ✓ **Innovation** is the use by a third party of a creative product
- ✓ Creative thinking uses the **same mechanisms** as non-creative thinking
- ✓ All ideas are presented in a **new context**
- ✓ **Added value**