

Creative Advert!s!ng

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The notion of «*creative advertising*»

The rapid development of advertising communications in Russia's recent history defines the renewed interest over revealing the mechanisms of creative activity.



2.1. *Creativity*: the strategy and tactics of war for a consumer

- monetary fight for profit
- communication fight for preferences

*You want it?
Then fight for it.*

2.1. *Creativity*: the strategy and tactics of war for a consumer

There are 6 pillars of the advertising's phenomenon:

1. communicative form
2. identification of a customer
3. existence of a goal
4. predetermination of mass media
5. mass orientation
6. bind to time and place of spread

2.2. Creativity in advertising: specificity

- Ad's artwork
 - (1) Creative
 - (2) Creativity
 - (3) Creative work



2.2. Creativity in advertising: specificity

- Creativity concept

Robert Sternberg

1. Intelligence
2. Knowledge
3. The way of thinking
4. Individual characteristics
5. Environment
6. Imagination



2.2. Creativity in advertising: specificity

- Creative process

!drawing attention!



2.3. Forms & functions of creative advertising

1. Communicative image
2. Original ideas of communication
3. Aesthetic



2.3. Forms & functions of creative advertising

Functions:

- (1) high efficiency of consumption
- (2) brand interest
- (3) brand credibility
- (4) attracts attention
- (5) positive attitude towards brand
- (6) coexistence of product and advertising
- (7) disposes to make a buy
- (8) increase of sales
- (9) advertising's budget savings

