

# *Creative Advert!s!ng*

N.V. Tkachenko  
O.N. Tkachenko

*Lisa Domnysheva*

# 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

- monitory 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



## 2.7. Structural components of creative advertising



## 2.7. Structural components of creative advertising



**CREATIVE IDEA** – BIG IDEA – ADVERTISING  
IDEA – **CREATIVE STRATEGY** – **CREATIVE**  
**CONCEPT**



— CREATIVITY —  
**IDEA**  
*— THE ART OF THINKING —*

**CREATIVE IDEA** - is an idea which comes out with thorough planning to get the desired result.

## 2.7. Structural components of creative advertising

**BIG IDEA** makes the message distinctive, memorable and attention-getting.



## 2.7. Structural components of creative advertising



### ADVERTISING IDEA -

organize and shape  
beliefs of target  
audience/grabs  
audience mind.

## 2.7. Structural components of creative advertising

**CREATIVE STRATEGY** (the myth of the product) – the story behind the messages presented in an advertisements. Helps create the desired behavioral response from the target market.



## 2.7. Structural components of creative advertising

**CREATIVE CONCEPT** – is basically the framework in which the campaign has to be situated.



Criteria: consumer benefits, catching of interest, relevance, credibility, continuity, target group, creative brand strategy.



## 2.7. Structural components of creative advertising

### 3 TYPES OF CREATIVE THINKING IN ADVERTISING

(based on levels of inventiveness (Altshuller, G.S.)

1. **Low level** – advertising design problems (copywriting, graphic design tools);
2. **Medium level** – short-term tasks (ideological content, brand strategy);
3. **High level** – long-term goals in the brand development.

## 2.9. Barriers in creative and critical thinking

- **Creative thinking** - a way of looking at problems or situations from a fresh perspective that suggests unorthodox solutions (G.Lindsey and K.Tomphson)



# Barriers: Conformism

- Fear to look ridiculous or foolish
- Pressure of authorities (parents, teachers, employers...)
- Always following the rules



**Don't be afraid of bold  
decisions!**

# Barriers: Interior and inferior censorship

- Fear of your own ideas
- Passive reaction
- Memory of previous failures



# Barriers: Rigidity

- Lack of flexibility and adaptability
- **Creativity** – *productive activity* (solving problem without a set algorithm)
- **Reproductive activity** – solving a problem using an already existing rule



# **Barriers:** Desire to find the answer immediately

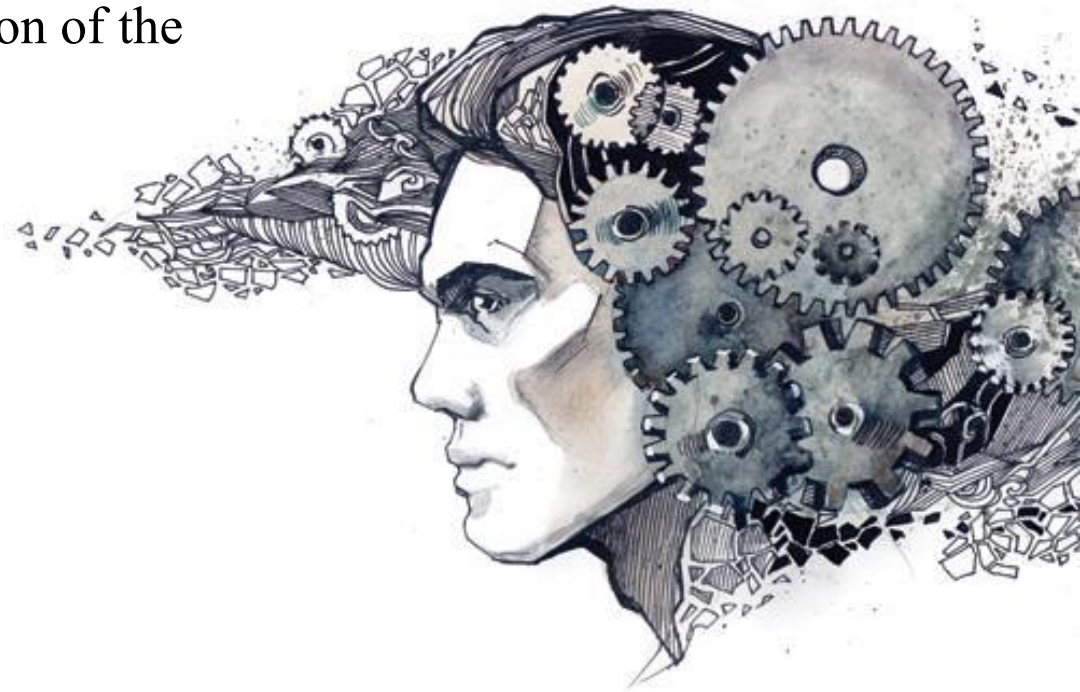
- Danger of unreasoned, shapeless, inadequate decisions



**Don't be in a hurry!**

# Barriers: Lack of critical thinking

- Lack of objective evaluation of the results of your ideas



# Barriers: Lack of motivation

- Not reasonable payment
- Strict (and often illogical) claims from the client





# Expectations from a creative person

- Ability to distinguish the required conditions to solve the problem
- Ability to set aside the previous experience in solving a similar problem
- Ability to see multifunctional things
- Ability to use the knowledge from different fields and knowledge areas



## 2.10. A scheme for creating an advertising concept

### Step 1. Preparations

- Analysis of the market segment, target audience and extraction of the most important information about the product



## Step 2. Concentration

- Transition of the verbalized description of the advertising strategy to the language of symbols, images, metaphors, associations, etc.
- Introducing the advertising strategy to your colleagues



## Step 3. Incubation of ideas

- Elaborating the synopsis of the future advertisement
- First texts



## Step 4. Enlightenment

- Advertising themes “casting”
- Choosing two or three ideas and creating finished advertisement variants





## Step 5. Final analysis and presentation of the project



Anastasia Sudilovskaya

# **The Choice and evaluation of ideas**

## **Q-Sorting**

### **2.11.**



Martynova Elena

# what is Q-sorting?



- a psychological test requiring subjects to sort items relative to one another along a dimension such as "agree"/"disagree" for analysis by Q-methodological statistics.

Martynova Elena



### Option 1 (up to 29 options)

- the choice of one of the two options that you like more
- continuation of the procedure until the moment when the person refuses to continue the operation

### Option 2 (with more than 20 options)

- At the first stage, the respondent puts the proposed options into two or three groups
- After the selection of "suitable" options, the respondent must conduct a direct ranking, sorting out the options from the best to the worst

When carrying out Q-sorting, a sample of 30-60 people is considered representative.

- In order for the desired result to be achieved, it is necessary to conduct a study of target audiences.
- creative strategy should always be based on the brand's position and fully comply with it.
- People buy not goods, but the fulfillment of their desires, plans, problems, future, dreams, lifestyle.

# Criteria for evaluating creative strategies

- (1) the lack of a "vampire effect"
- (2) the conformity of the TM position
- (3) novelty
- (4) universality
- (5) originality
- (6) flexibility
- (7) efficiency
- (8) relevance
- (9) value
- (10) attractiveness
- (11) the degree of complexity
- (12) elegance
- (13) expressiveness

