

Lecture 35

Introduction to Creativity

By, Prof. Vinay Sharma
Professor
Department of Management Studies
Indian Institute of Technology Roorkee



IIT ROORKEE



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As IMC is to MM---Creativity is to IMC

Bringing things to LIFE



Why Does Advertising Needs Creativity?

- Brands make emotional connections when they engage consumers through complex sensory experiences and deep emotional episodes.
- Advertising and IBP in its many forms helps create these experiences, but great creative execution brings it all to life

Creativity

Creativity (noun)

the ability to produce or use original and unusual ideas

- Having the ability to create (give rise to; cause to exist) things
- Characterized by expressiveness and originality; imaginative
- Combining two or more elements with imagination & technical skills that have never been combined before (Levinson)

Creativity

- It is the ability to consider and hold together seemingly inconsistent elements and forces, making a new connection.
- For example, a political Party using OLD NEWS PAPERS to PAINT their Messages during elections.
- Ideas born of creativity reveal their own logic.---A CAR HANGING on a BILLBOARD/HOARDING.
- Creativity is sometimes seen as a gift, a special way of seeing the world.
- Creativity reflects early childhood experiences, social circumstances, and cognitive styles.

It is about

Looking around

Learning from Nature

Learning from People

Learning from Text

Learning from Dreams

And Putting Everything as a message

In FEW SECONDS



What is creativity (in advertising)?

Creative Concept: A “big idea” that is original and dramatizes the selling point

- ✓ The big idea (original thinking)
- ✓ Unifies
- ✓ Dramatizes the selling point
- ✓ The process: “the creative leap,” that flash of insight that unites the campaign (Otto Kleppner)
- ✓ It is about (inquiry, improvisation, intuition)

Twin masters: Creativity and Strategy

Advertising is “an art and a disciplined solution to a communications problem”

- Strategy: Springboard for the creative leap.
- A creative idea is both original (different, novel, unexpected) and right for the product and target audience.

David Ogilvy

“I doubt if more than one campaign in a hundred contains a big idea. I am supposed to be one of the more fertile inventors of big ideas, but in my long career I have not had more than 20 if that”

Perspectives of Great Ad Men on the Major Selling Idea

STRATEGY: ***David Ogilvy***

Brand image or personality is particularly important when brands are similar

“Every ad must contribute to the complex symbol that is the brand image.”

CREATIVITY: ***Leo Burnett***

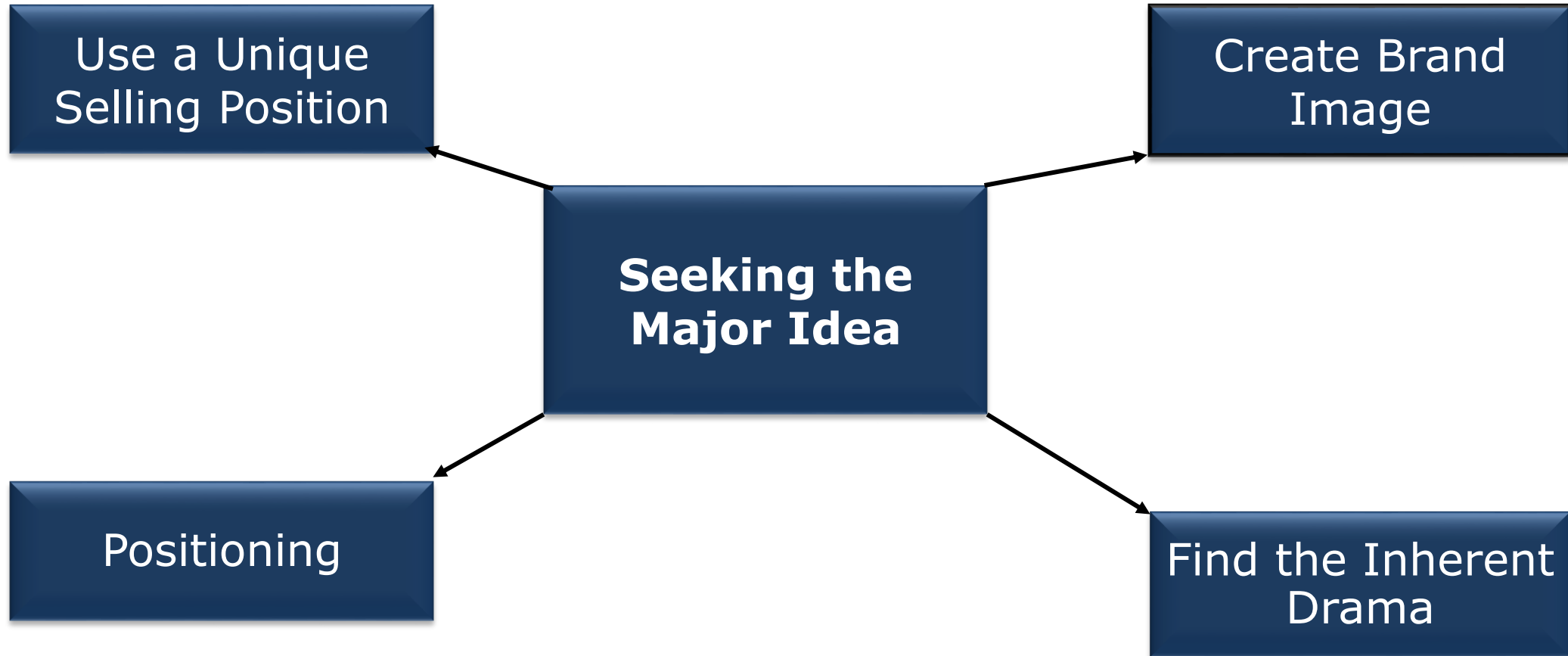
Find the inherent drama or characteristic of the product that makes consumers buy it

“(Inherent drama) is often hard to find but it is always there, and once found it is the most interesting and believable of all advertising appeals.”

Twin Masters &

Strategy

Creativity



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