

IMPORTANCE OF CREATIVITY IN ADVERTISING INDUSTRY

Alena CHRENKOVÁ, Mária ROSTÁŠOVÁ, Petra KUNERTO VÁ

University of Žilina

alena.chrenkova@fpedas.uniza.sk

Abstract

The paper contributes to the issues of creative industries and their production, which in turn affects business success of the firms. Based on the definitions, indentifying creative companies, creative advertising strategies and presentation of the results of the pilot study, it was possible to identify the success of advertising agencies in forcing a customer's business.

Keywords: *creativity, creative industries, advertising industry, advertising, advertising agencies, advertising effectiveness*

1 INTRODUCTION

The advertising industry can be considered as a public recommendation to buy certain goods, services or performance in markets around the world, in different forms and via different media.

The creative industries refer to a range of economic activities which are concerned with the generation or exploitation of knowledge and information. Creative industries include advertising, architecture, art, crafts, design, fashion, film, music, performing arts, publishing, R&D, software, toys and games, TV and radio, and video games. [1]

Advertising is one of the oldest and most used tool for influencing buyers. It is the most visible and most discussed form of mass communication. Kotler (1990) considered advertising as any paid form of non-personnel presentation and promotion of ideas, goods, or services performed by identified sponsor. Schultz (1995) defines it as only one of the possible methods of transmission business message regarding the product or service. Schwalbe (1990) considered it as a purposeful influence the market by the different tools. [2] [3] [4]

2 THEORETICAL DEFINITIONS OF RESEARCH ISSUES

Based on all of the definitions, it is clear that advertising has the ability to influence the formation and change in needs of demand, but also the interests, habits and traditions. The rising volume of annual expenditure confirms its importance in society. Versatile action of its forms, techniques and areas of application allows to characterize various aspects of advertising, because it is used for a variety of purposes and affects multiple areas of the company. Advertising must always aim at something. That means it must have a clear idea of what is to focus on and why. The factor of influence is very important. Brief information is not enough, even it plays a significant role. There are still discussions whether the advertising is not psychological pressure. The answers are not clear. It is argued that the forms of influence that include pressure, should not be considered as an advertising. If there is any pressure, then the advertising cannot fulfill its purpose. The advertisement has to be received voluntarily. If somebody is forced into something, he will not be willing to recommend it further. The importance of psychological knowledge in the field of advertising is very strong. There is also a special field in psychology that is focused on advertising, known as a psychology of advertising. Big companies often consult their business with specialists in the psychology of advertising and promotional agencies.

Advertising policy imposes general features of communication - informing and influencing. The simplified model, which should be used when making any communication involves: who (company, advertiser), message (promotional message, information), under what conditions (the situation in the environment), through which channels (media), to whom (target persons, beneficiaries, target groups) and with what effect (success of advertising).

Advertising professionals point out that the modern advertising should be based on fundamental principles, which are: truth, legality, decency and social responsibility. It is important that the idea used in advertising have a creative character. The creativity has a large influence on the effectiveness of advertising. Its influence is fulfilling one of the main objectives of advertising, which is the ability to capture the intended recipient enough to be willing to purchase the goods or services. Tie down a potential customer is not a simple process.

Therefore, the creativity becomes the core of a successful and effective advertising. If this argument is valid, then creativity must pass all areas related to advertising, media planning, brand building and of course the creation of advertising itself. It is not the unequivocally. To creativity in advertising the action was not only an end in itself and precious artistic cry that unwittingly paid advertiser must fulfill a number of criteria. Advertising creativity is different from artistic creativity, especially in its purpose. By creativity in advertising is set out to achieve communication goals, which in the case of artistic creativity does not have to be filled. In the case of artistic creativity is success assured popularity, attractiveness, attraction works, while in the case of advertising creativity, these properties are not sufficient. To meet creativity in advertising, its role, the recipient must remain registered and stored in memory, and

also must meet other specific objectives. If not, then advertising creativity has not fulfilled its main purpose. [5]

Creativity is becoming one of the basic conditions for the success of advertising. - Numerous studies have demonstrated a strong influence of creativity in advertising on cognitive, conative and affective change in behavior of the recipient of advertising. These changes in behavior can lead to greater efficiency of advertising exposure. Creativity is therefore a factor that can revive advertising. The marketing principles have to be transformed to creative forms in order to they attract the attention of potential customers. Generally it can be said that advertising is creative, if it is new and different from the other, it is fresh, unexpected and unusual. The essence of the original idea is that anyone else did not think like that before. Unusual, original art solution combined with an unusual and memorable slogan can be one of the conditions for successful advertising. The idea contained in the advertisement must not only be original, but must also include something that is relevant to the recipient. Creator of advertisement must respect the fact that the aim of advertising is not the presentation of the advertising agency, but the presentation of the customer that pays for advertising.

The hallmark of the originality is the creative idea. In advertising, there is also another important character – the relevance. The relevance means that communication is important for the recipient, it refers to the person's needs or interests. Relevance of advertising assumes enough empathy. [6]

Creativity, in generally, does not occur just in advertising, but it is associated with concepts such as creative thinking, problem solving, novelty, originality etc. But the result of creativity should also meet the criterion of meaningfulness, usefulness, and the output should have some value. Creativity should not only meet the requirement of originality, but it has to be also goal oriented, have the ability to solve a problem, to be meaningful. In theory of creativity we can meet three basic theories of creativity:

a) Firstly, there is a theory of primary cognitive processes, which is based on the assumption that highly creative individuals are able to make a difference between primary and secondary cognitive status. The primary cognitive process is considered as a dreaming, imagination, a process able to induce free association and analogical thinking. Secondary cognitive process is represented by abstract, logical thinking, reality. Creative people, according to this theory, are able to "switch" between these states of consciousness, which allows the primary condition to reveal new, often unexpected combinations of different mental components, while the secondary is a necessary condition for the development of creative ideas generated in the primary state.

b) Theory of distraction is more or less the element that the individual is able to keep in memory at one time. The larger is the number, the more likely is that an individual will be able to create meaningful combinations of these elements and thus to formulate and express creative ideas. Some research shows that people with attention blur are much more creative than people with narrowed attention.

c) Theory of the associative hierarchy is based on the assumption that creativity is a process of association, which is the ability to connect otherwise very far imaginations to some creative solutions. It is about linking the elements that were incompatible before. Creative person is able to form associative elements, what means he is able to create associations and the original and creative ideas. It is important know the facts to be able to connect ideas meaningfully. [14]

Measuring creativity is basically done in two ways. We can do it either by the psychometric tests measuring creativity or through external expertise.

3 THE STRUCTURE OF THE ADVERTISING INDUSTRY

In order to set up the right advertising team it is necessary to know the advertising industry and its structure. Entities acting in the advertising industry can be divided into 7 groups:

- *advertisers*: companies, public entities, public authorities, budgetary and contributory organizations, nonprofit organizations and foundations, civic associations, clubs and so on;

- *full-service advertising agencies*: specialized advertising agencies, media agencies, advertising agencies, media buying agencies, interactive advertising agencies, creative studios and so on. In the Slovak Republic there are Vaculik Advertising, Wiktore Leo Burnett, Istropolitana Advertising and others;

- *marketing services agencies*: agencies for marketing research, consultant marketing agencies, public relations agencies (PR), freelancers that provide similar services (copywriters, graphic designers, writers, printers, and others);

- *organizations that regulate advertising and media market* (e.g. KRAS in Slovakia);

- *media* (electronic and print media, interactive media, non-traditional support media);

- *production companies*: production agencies providing more complete production than advertising agencies; it includes especially video ads, casting production, equipment rental, arranging lighting and director for the ad, and postproduction (e.g. Hitchhiker films, s.r.o. and Protos production, s.r.o.), sound studios (e.g. K2 and Surrousound), film studios (e.g. R + R and Atelier 27);

- *postproduction studios*, whose clients are production companies; postproduction companies arrange editing, special effects, 3D advertisements and headlines. [8]

Scheme of relationships between entities in advertising industry can be pictured as follows: (Figure 1)

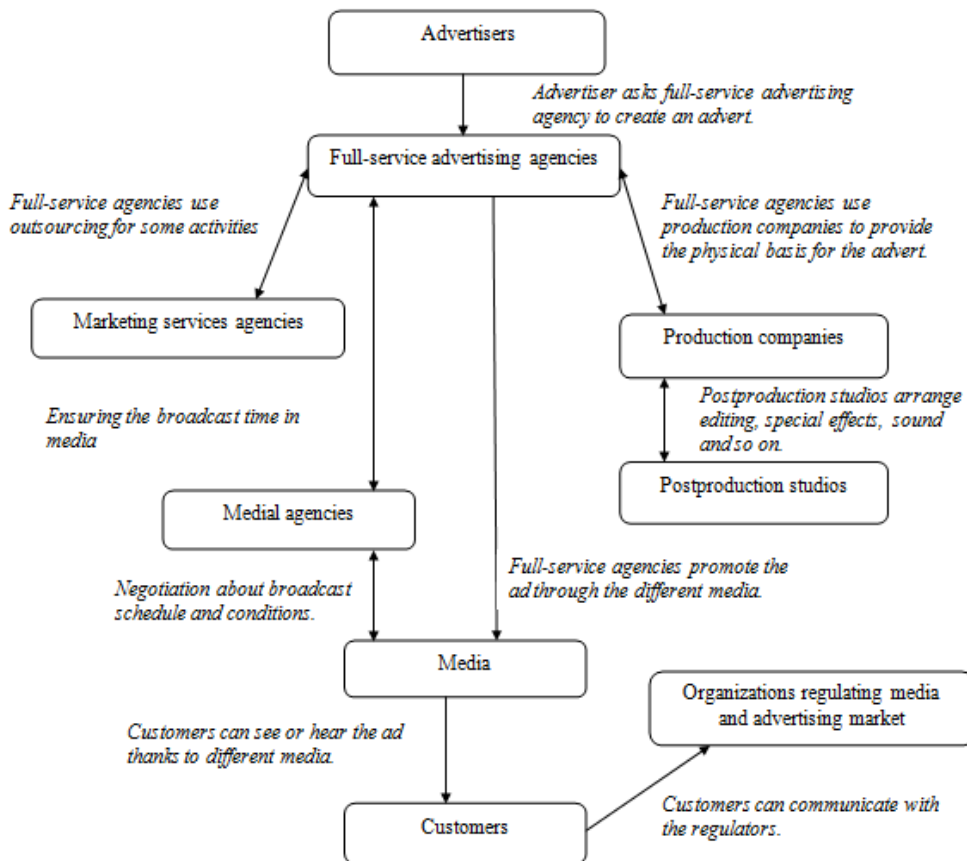


Figure 1 Scheme of relationships between entities in advertising industry

The complexity of the relationships involved in the diagram proofs the impact of various relations and adopted advertising strategies.

4 CREATIVE ADVERTISING STRATEGIES

The development of creative advertising strategy is appropriate to proceed after a determination eligibility level of media strategy features and an appropriate mix of advertising media. Creative advertising strategy should be created in the form of a document that is the basis for future creative advertising development, impacting on the final version of the ad campaign. Creative strategies are supporting framework for internal communication in advertising agencies. Creative strategy defines the framework in which creativity will take place, and sets out the rules of creative decisions.

Creative strategies vary according to the different advertising agencies and other creative companies. The best known strategy is *the copy strategy*. But there are also the newer alternatives such as:

- the creative strategy Young & Rubicama,
- the David Ogilvi's creative strategy,
- the creative strategy RSCG - star strategy,
- the creative strategy Publicis
- the Wiktor Leo Burnett's creative strategy,
- the creative strategy HDM.

Copy strategy results of the advertising strategy, communication strategy and marketing strategy. Copy strategy is generally used to inform the creative staff on what the advertiser and advertising agency expect of them. On the basis of this document with complex data, manager of an advertising agency specifies the creative brief. Creative brief includes identifying communication goals, target audience, key messages, key brand benefits and communication tools. All team members must concur on the creative brief, regardless of whether the campaign is developed internally or it is outsourced. Creative brief becomes the basis and outline the planned communication campaign. Copy strategy is the first step in the process of advertising, guarantees long term continuity and a logical sequence of broadcast messages. This strategy is formulated and created by the advertising agency and subsequently approved by the advertiser. The final effect of copy strategy is a compromise solution from several alternatives. Approval of copy strategy is followed by more precise creative brief or by formulation of ideas in the form of model concepts and storyboards (storyboard is illustrated sequence of advertising spot, which is the basis for the decision about the final form of advertising). If the client does not agree with the concept, then copy agency reform strategy. If the client agrees with the concept, it is further specified. It is necessary to specify also the length and number of advertising messages to ensure complexity of the reports. The copy strategy was designed by Procter & Gamble.

Creative strategy Young & Rubicama refers to all elements of the marketing mix, which are outlined in the advertisement indirectly. In developing the creative strategy, the creative makers follow the situation marketing analysis. Based on the interpretation of the results of situation analysis is communication strategy analyzed. The third point in the creative content of the creative plan is expected to define the effects of advertising. It is followed by defining the product promise, advertising budget and elements that are unacceptable in advertising.

David Ogilvi's creative strategy is especially informative and it is reflected also in the structure of the creative plan. Advertising tries inform the best about the brand and quality of the product. Content of creative plan includes: information about the product details, the advertising promise concerning mainly qualitative characteristics of

the product, presentation of arguments helping to create the image of the selected product brand and build loyal customers. Creative strategy must provide enough information to prevent the extinction of the products of one manufacturer. Creative strategy contains a clause providing constant testing the product and identifies the need to demonstrate the effectiveness of the product.

Creative strategy RSCG - star strategy was created by agencies Roux, Séguéla, Cyazac, Goudard. The star strategy is based on the copy strategy and therefore part of the star strategy is also a product promise, the promise to the customer, presentation of quality, that competitive product does not have. This creative strategy emphasizes the character and style of the product. This strategy takes into account besides the marketing mix elements also symbology, psychology, lifestyle, relationship between company and customers and the relationship of the customers to the brand. Ad created by star strategy is more comprehensive, easier, abstract and aesthetic, innovative and humorous. The aim of the advertising is to apply such style of advertising that consumer chooses the product by himself, and he is not forced to buy it. In such advertising there are often incorporated psychological attributes and global consumer values. It is used primarily to create ads for fashion products, holidays and luxury products.

Creative strategy Publicis – the aim of the strategy is to surprise the client and inspire him with admiration. It has an emphasis on locating a brand in a competitive environment, defining the problem that has to be solved, defining the target segment, selection of convincing advertising arguments, choosing preferred media and setting the limits of creative work.

Wiktor Leo Burnett's creative strategy - requires information regarding the target segment and analysis of customer behavior. It includes advertising commitment to the customer and identifies elements that support and reinforce the promise.

Creative strategy HDM is divided into two parts. The first part contains an analysis of the market situation. The second part is creative and determines creative rendition of advertising.

The appropriate combination of different aspects of creative strategies from different advertising agencies can lead to creation of an effective creative strategy. Therefore, it is not easy to decide which creative advertising strategy is most appropriate. Content of creative advertising strategy is also influenced by the volume of planned future investments in advertising, including a preliminary analysis used in the creative strategy. [9]

Creativity in advertising is annually evaluated and awarded. The best creative makers are priced in various categories.

5 RESEARCH RESULTS

The aim of marketing research was to identify differences in the perception of creativity aspects in advertising from the perspective of customers. [10]

The original intention of the research was to reach the organizers of competitions focused on advertising agencies in the Czech Republic and Slovakia. We wanted to find out what are the criteria for evaluating creativity in advertising in all categories. Since the organizers were not willing to cooperate, we had to change the segment of respondents and also the content of the survey. The research process started from 11th of February 2012 and lasted until 24th of April 2012. As a tool to gather information, we used the method of online survey. The whole research process was focused on the evaluation of creativity in advertising, on the perception of creativity and also how customers perceive creativity in advertising. This idea has also been extended to determine the views of potential customers of telecommunications operators on creativity in advertising. To obtain a 95% level of confidence requires a sample size of 97 respondents.

Evaluation and interpretation of selected research results

62% of the respondents were women and 3% were men. 55% of respondents were at the age of 15 – 24 years. None of the respondents was more than 55 years. Respondents had different social status and education. 43% of respondents had university education at 1st level. Only 1% had university education at 3rd level.

First we tried to find out what are the most important aspects of advertising creativity that are considered by customers. According to respondents, they notice especially original idea, humor and the music in advertising. The other results are shown in the Figure 2.

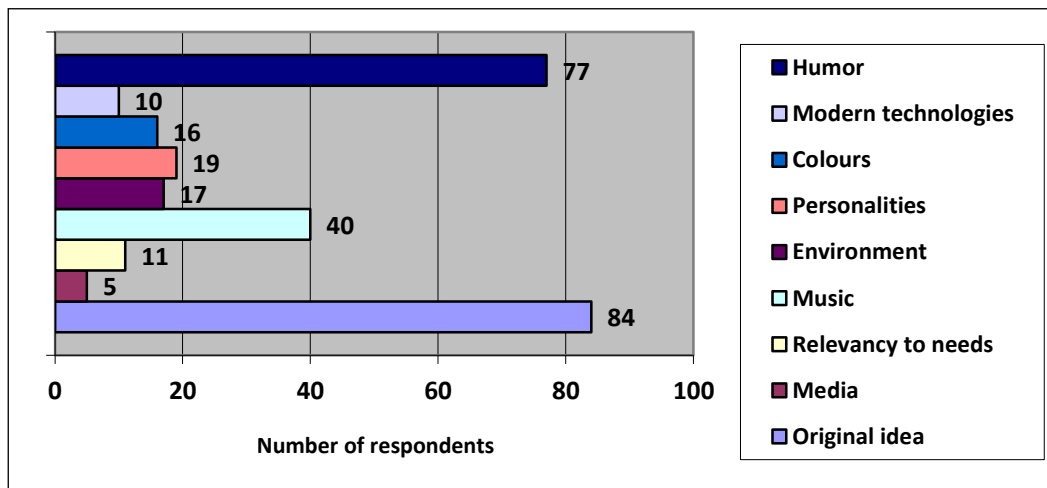


Figure 2 The most important aspects of creativity in advertising [10]

According to the respondents, the type of advertising in which it is possible to express the most creativity using all possible technologies and ideas, is the television advertisement followed by internet advertisement. All the results are reflected in Figure 3.

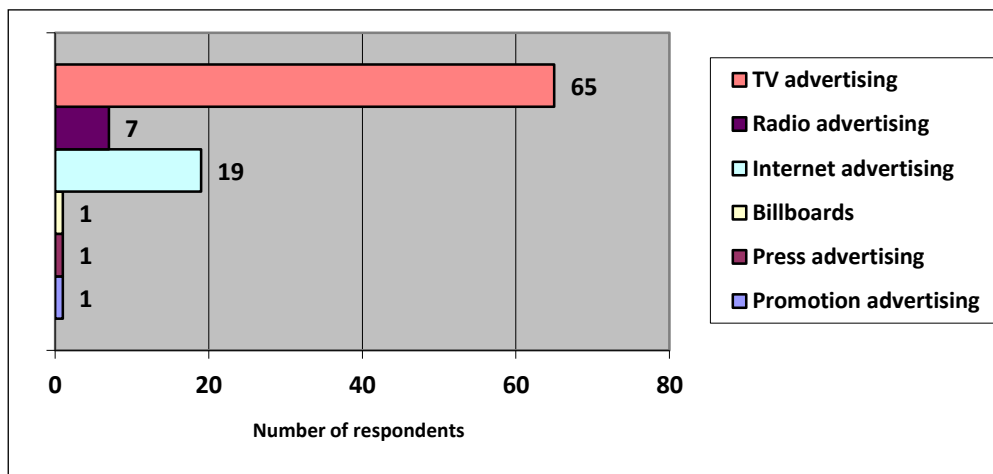


Figure 3 Types of advertising in which it is possible to express the most creativity [10]

The questions surveying which advertisements of telecommunication companies respondents liked the most, which was the most creative and why they think so confirmed that all of the respondents remember especially TV advertisements. All respondents identified telecom commercials as the most creative advertising. 60% of surveyed respondents could not exactly identify the product that the ad was offering or what the ad creator tried to promote. 63% of respondents considered for the most creative ads, TV commercials from telecom operator O2 (Figure 4). According to the respondents, they are the most creative advertiser among all the Slovak telecom operators and it is difficult to pick just one favorite ad, since all ads have the same performers. In all of their commercials, there are human puppets acting to express their feelings and attitudes. Telecom operator tries to attract potential customers through these puppets. Despite the fact that many respondents liked the series of advertising campaigns by telecom operator O2, when it came to pick up one favorite ad, the most respondents picked the particular ad from mobile operator Orange.

One part of survey was to find out how creativity in advertising can influence buying behavior of customers. The results were surprising. The results show that creative advertising do not affect the respondents a lot. Creative ad has no effect on the 3% of respondents. Most respondents (57%) said that they are attracted by creative ad, but do not pay more attention to the product. At 32% of respondents, the creative ad increases their awareness of the company. Only 5% of respondents are being

influenced by creative advertising so that they can be persuaded to purchase the product.

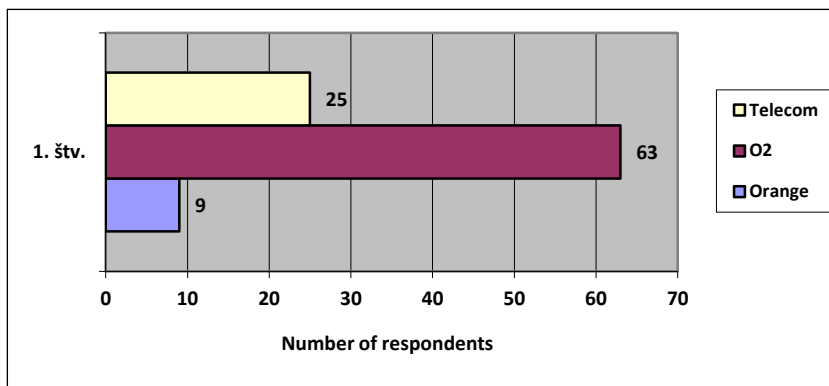


Figure 4 The most creative ads by telecom operators [10]

In conclusion, the consumers are not being influenced by the advertisement a lot, no matter how interesting, fun and creative it is. Even though creative advertising does not affect buying behavior so much, it can at least raise awareness of the company.

6 DISCUSSION

Despite the results of the survey, the fact is that creativity in advertising is the most important element of advertising because therefore the ad is able to attract customers and spur them to action. The most important element of advertising which attracts the customers is an original idea. The biggest problem revealed by the research was the lack of original ideas in commercials. This is considered to be the biggest problem of the advertising industry. The solution, how to attract customers with quality advertising is the use of modern technologies and non-traditional media. Non-traditional media and modern technologies are used for example in guerilla marketing, which tries to attract or even shocks. Another important element that should be contained in advertising is humor. It is also important that the advertisement contains a snappy slogan and idea that is memorable. Ideally, slogan should be short and concise. The slogan should be included throughout the advertising message. Slogans can also be ambiguous, but it is important to attract customers. Advertising must include a musical background, as well as personalities that perform in advertising. Other important creative elements in advertising are environment (interior, exterior, choice of the season), color, consistency and color tones, relevance to the needs and requirements of the customer.

7 CONCLUSION

Creativity is a factor that can revive advertising. Marketing principles must be transformed into a creative form that will attract the attention of potential customers and will be memorable. In general, advertising is a creative process, and if it is new and different from the other, it is fresh, unexpected and unusual. The essence of the original idea is that before anyone else did not think so. Unusual, original art solution combined with an unusual and memorable slogan can be one of the conditions for successful advertising. The idea contained in the advertisement notice must not only be original, but must also include something that is relevant to the recipient. Advertising creator must respect the fact that the aim of advertising is not to present the advertising agency, but the product or a legal entity that pays for advertising.

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