

## **Creativity In Advertising – Making Your Brand Talk & Sell For You**

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### **Abstract**

The Brands in India are as heterogeneous and complex as they can get. The range is broad & diverse - coupled with regional preferences, subcultures, lingua, people demographics, etc. Every possible industry, commercial & business segment cannot avoid the need to communicate and create a great Brand. Even the Government of the day has to increasingly “sell” its policies & campaigns to the target public. Creative advertising is defined as the method to express the concept of the product in a most effective and innovative method. Creative Advertising is expected to be unique in its way and has to impress the targeted customers. To explain in a simpler manner both normal and Creative Advertising carries product functionalities but the method of conveying the message varies. Factors influencing creativity in advertising Humour element, Originality, Flexibility, Detailed Explanation, Synthesis, Artistic Value, Consumer response .Creative advertising helps establish brand connections and build strong, long-term relationships with consumers over time. Companies that use Creative advertising aim to get long-term Brand recognition and make selling easy for the sales team.

Keywords: Brands, Creative Advertising, product, Brand recognition, Sales team.

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### **Introduction to advertising**

Nothing makes a Brand interesting like Creative Advertising; Creative Advertising always has a good response among the targeted customers and help the advertiser (Company / Brand) to acquire a strong position in the market.

There is a lot of difference between advertising and Creative Advertising and it’s always the final call advertiser to go with either normal advertising or Creative Advertising.

### **Definition of Creative Advertising**

Creative advertising is defined as the method to express the concept of the product in a most effective and innovative method. Creative Advertising is expected to be unique in its way and has to impress the targeted customers. To explain in a simpler manner both normal and Creative Advertising carries product functionalities but the method of conveying the message varies.

## **Factors influencing creativity in advertising**

Creative advertising needs to meet certain criteria and have to possess some elements in it to establish itself as creative advertising and to acquire the customers' minds. Factors like humour element, originality, flexibility, detailed explanation, synthesis and artistic values were considered to be some of the most essential factors that creative advertising must possess.

### **a) Humour element**

Humour element not only focus upon the fun factor but also measures the timing of the element inserted in the ad, relevance towards the brand and product, capability towards remembering the advertising and the rate of understandability towards the ad displayed for every single consumer irrespective of their demographic profile

### **b) Originality**

Originality not only focuses on the new idea created or innovated but also analyses various other factors like the uniqueness of the ad, it gets deviated from stereotype thinking and the idea for the ad is an extraordinary one. These parameters must be evaluated and analyzed by both the ad agency and the company producing the product before releasing the market. These brands and ad agencies must always view the ad from the target consumer's point of view to evaluate it properly.

### **c) Flexibility**

The flexibility of creative advertising doesn't mean that it is applicable for all kinds of targeted consumers instead it is required to meet some elements in it like the surprise element, the inclusion of different ideas within the ad and the connectivity between those ads. This flexibility factor will further investigate the timing of the surprise element, the number of different ideas/concepts included, its relevancy and also the connectivity flow between those ideas. Further, it is also analyzed that the ideas included are within the time limit of the ad and it does not extend the timeline unnecessarily.

### **d) Detailed Explanation**

This is considered to be the trickiest and challenging factor for creative advertising. So an ad must be precise as well as should contain enough details in it to acquire a large number of consumers. Therefore the ad displayed must contain a detailed explanation of the product in a creative way.

Therefore the ad agency must create the required basic ideas for the specific ad and then convert it into a detailed format. They must also make sure that the concept does not get changed or affected while converting into a detailed format which may lead to the misguidance of consumers. The ad agency must also make sure that the ad created exceeds the customer expectation to survive in the ad-wars among the competitors. Since the industry has started to give more importance to creativity than the content as the competition is getting high every day and also the entrant of many new players.

### **e) Synthesis**

This part deals with bringing different ideas and concepts together in creative advertising. Here the evaluation is carried out based on the methods handled by the ad agency in bringing the unusual/irrelevant ideas and concepts for the advertising and merging them with the concept to make it relevant. This is considered as one of the high-risk factors since the agency designing

the ad is bringing in the unusual factors and combining them with the core concept. So the agency must provide a proper justification for including these factors and the creativity lies in that point of justification.

#### **f) Artistic Value**

This factor deals with both the visual and verbal distinctiveness of an ad. Therefore it is analyzed from the customer's point of view and compared with similar product categories in the industry. The visual, as well as verbal aspects, were analyzed separately and compared with previous and also other ads designed for different companies in the same product category. This evaluation is carried out to measure the creativity aspect of the advertising and to know whether it fulfils customer expectations.

#### **g) Consumer response**

Equal importance is given to the consumer response factor too for a complete evaluation. Since the ads were created for the end consumers therefore it is highly important to know about the reaction of consumers towards the ad. Same as the creativity factor the consumer response is also evaluated based on various parameters like the ability to recall, understandability towards brand attributes, brand function, the impact of brand image. Some advertising s also create an alternate (negative) impact on consumers like cultural values, social behaviour based on sexuality, creating high exaggeration, Misrepresenting the customers etc.

### **Clever Branding with Creative Advertising**

Creativity in Advertising can give meaning to brands in many ways. Creative advertising has managed to turn uninspiring brands and products into a reputation in the minds of the customer. Creativity differs by Brand category. Developing an Effective Strategy for every brand is very important.

### **Creative Strategies Build Brand Identity**

Creative and innovative strategies are effective in building brand identity and recognition. Brand identity is essential when it comes to growing your customer base and driving more sales.

Creative strategies help to build a strong and loyal customer base that will stick with you not only for one sale but for the long term. Creative advertising content or idea to consumers convey brand values and what the brand stands for, creative ads can make consumers feel that brands are worthy of consumer attention and loyalty.

### **Conclusion**

Creative advertising helps establish brand connections and build strong, long-term relationships with consumers over time. Companies that use Creative advertising aim to get long-term Brand recognition and make selling easy for the sales team.

Remember, it is not what advertising does with the consumer, It is what the consumer does after seeing the Advertisement. Kamesh V., and Dr. S. Pragadeeswaran., (2015, March). Grabbing Customer Attention – “The Perennial Advertising Pursuit” – International Journal of Business Intelligence and Innovation