

Creativity in Advertising

Apr. 14th, 2015







**KEEP CALM
AND
PAY
ATTENTION**



Who paid **attention** to the picture?





Ideas



“Creativity (in general) is the ability to come up with new ideas that are surprising yet intelligible, and also valuable in some way” Margaret Boden



What is an 'idea'?



- : a thought, plan, or suggestion about what to do
- : an opinion or belief
- : something that you imagine or picture in your mind

Thought \neq Idea

Thoughts - In mind only.

Ideas - Action oriented.

IDEAS

+ ACTION

= CHANGE

CORE IDEA SHEET

PROBLEM/
OPPORTUNITY

IDEA

WHICH WILL

1

2

3

AND TO DO
THAT I NEED

CORE IDEA SHEET

PROBLEM/
OPPORTUNITY

Everybody busy & need socializing

IDEA

An online social network

WHICH WILL

1 Show what my friends do

2 Show them that I care

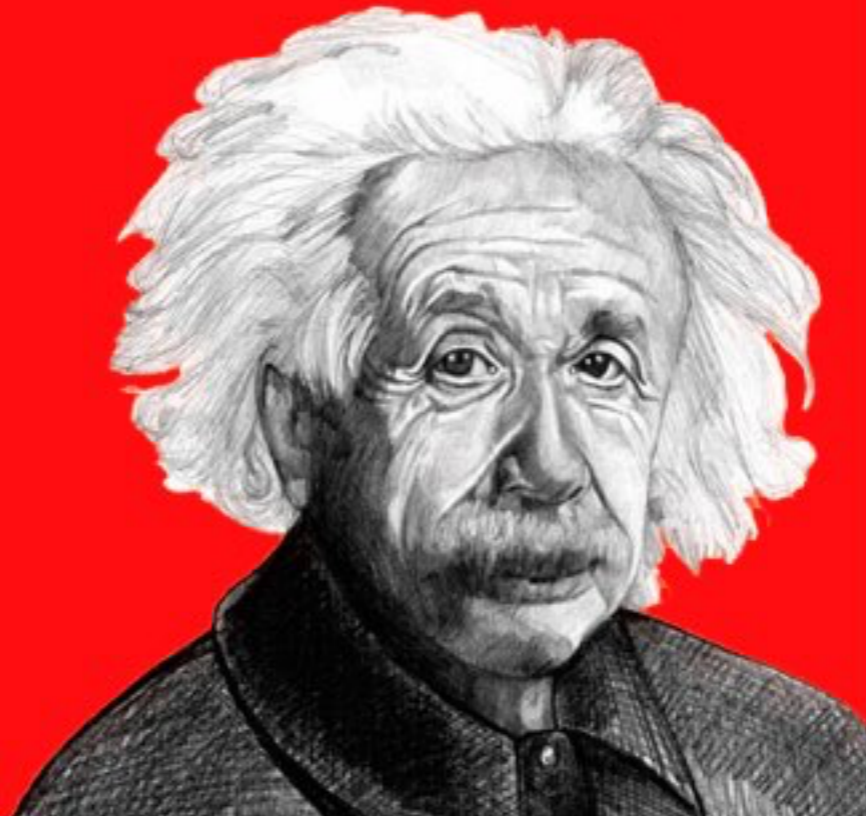
3 Help share my life with friends

AND TO DO
THAT I NEED

2 programmers, 2 pizzas, \$ 1.000

Definition of **creativity** ?

Creativity is looking at
the same things and
seeing what no one else
sees.







**The art of establishing
new and meaningful
relationships between
previously unrelated
things.**

LEO BURNETT



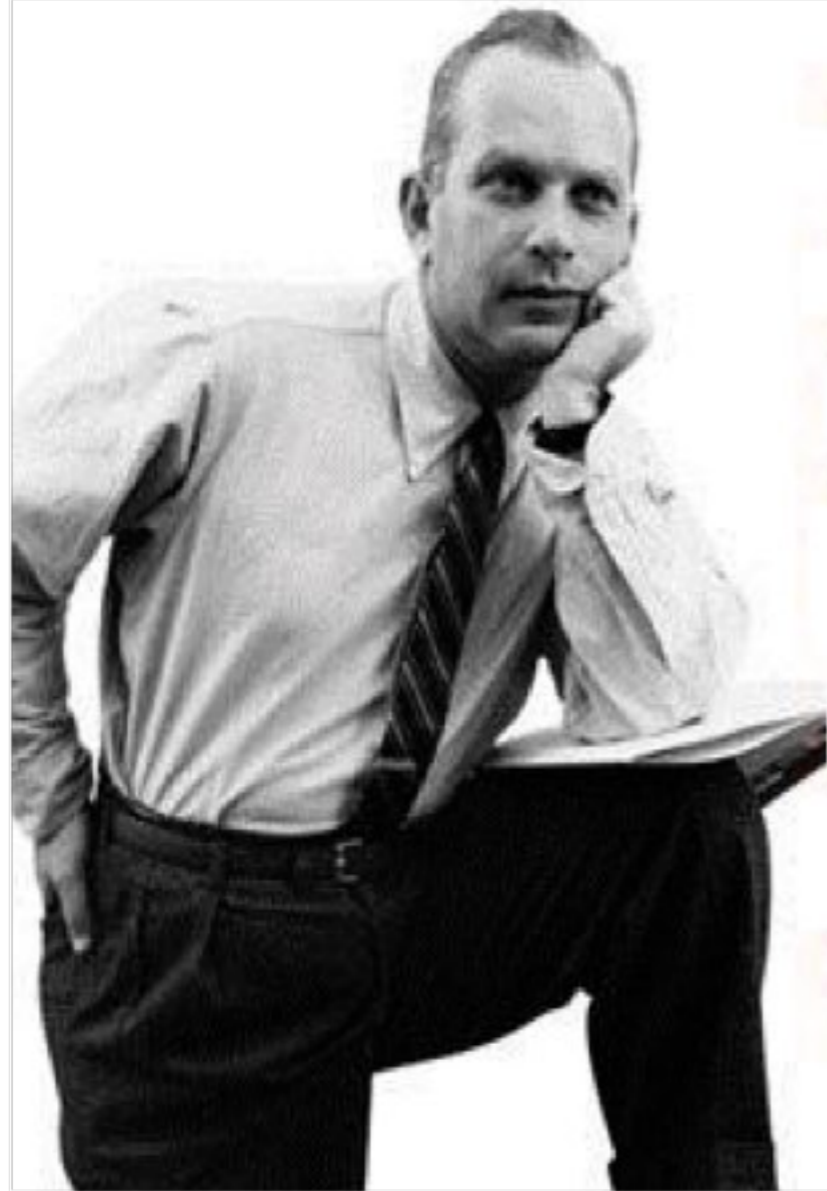
**...putting familiar words
and pictures into
new relationships.**

LEO BURNETT



Why is **creativity** needed
in advertising ?





Advertising is
fundamentally
persuasion and
persuasion happens
to be not a science,
but an art.

Bill Bernbach





**Katır ölür
insan susar!**



Rescue FROM THE Hart
www.rescuefromthehart.org



www.hopeforpaws.org

Attention -> Liking -> Affinity

Bad advertising
costs as much as
good advertising.

**Good advertising is
effective advertising.**

Effective = Doing the right things.

Efficient = Doing the things right.

**Effective advertising is
doing the **right** things
with the advertising we
plan, create and run.**

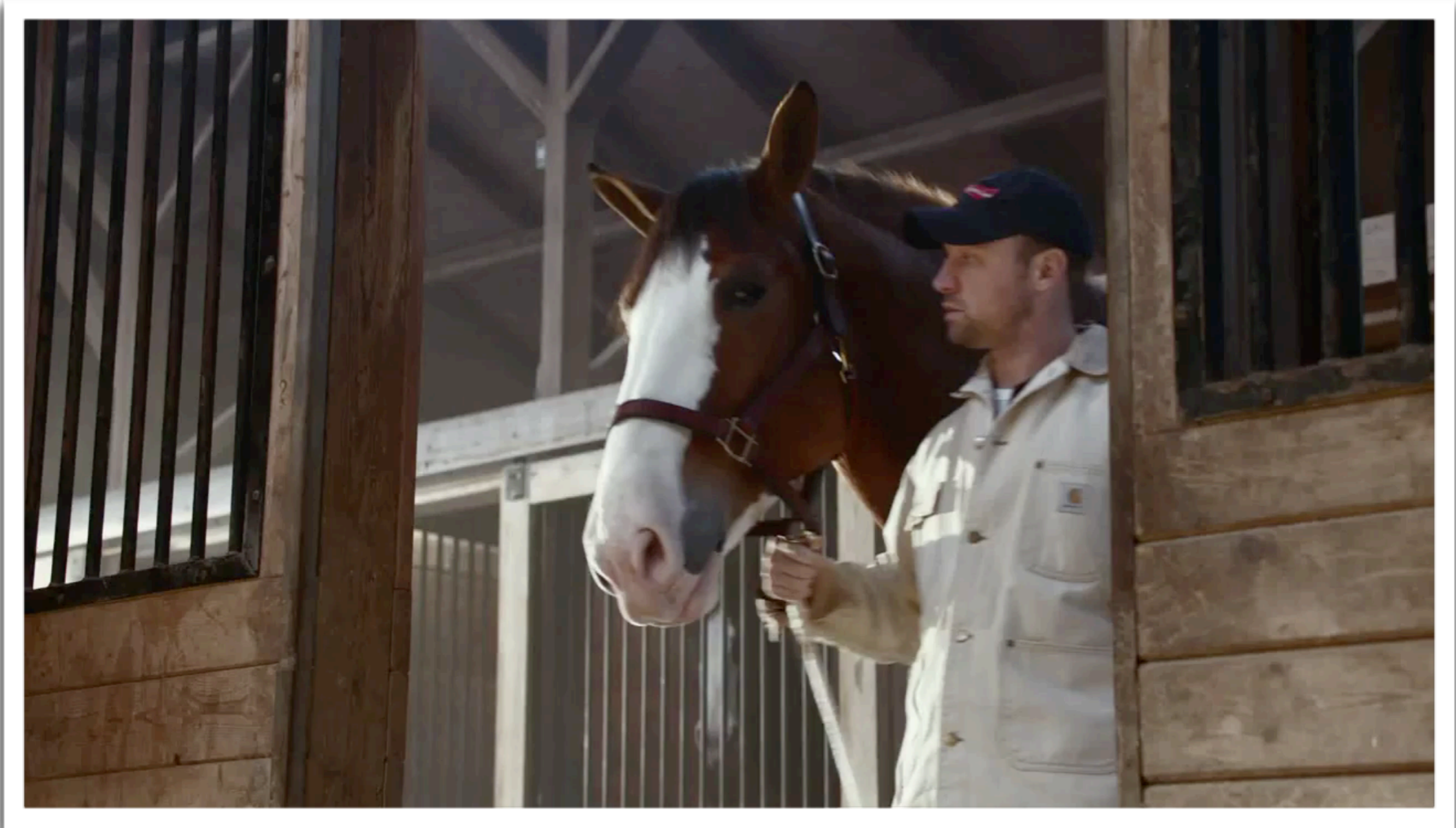
What to say? - Advertising Strategy

How to say it? - Creative Strategy





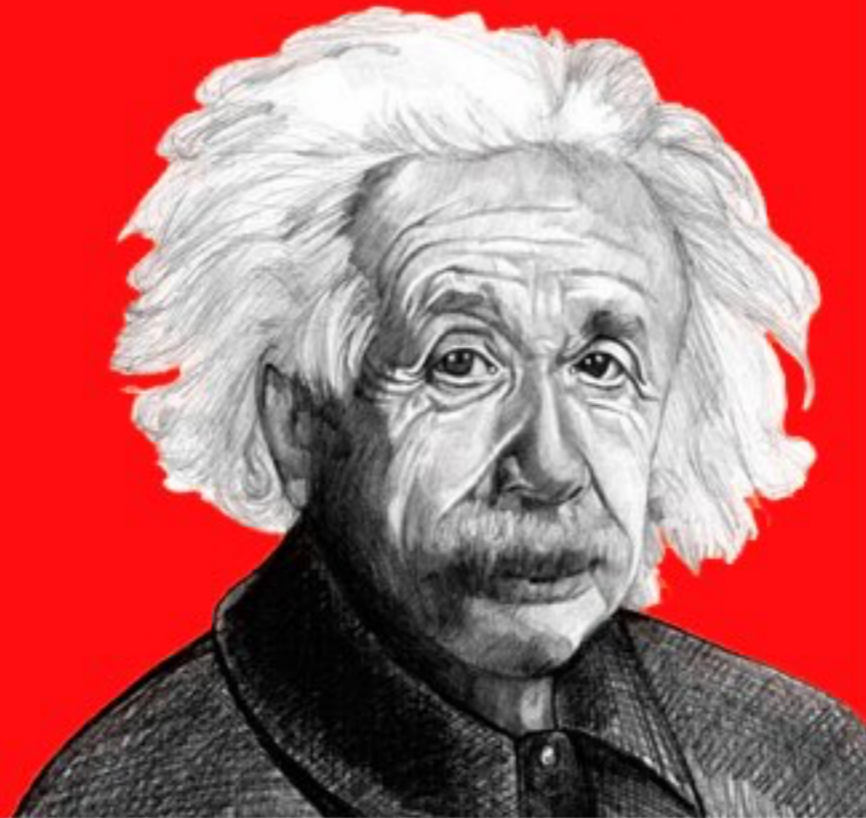








Creativity is
intelligence having fun.



We are 98 % same...



SET ASIDE  *Creative*
TIME
EACH DAY