

AN ANALYSIS OF CREATIVITY IN ADVERTISING

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ABSTRACT:

The advertising practice predates the modernization period and has profound origins in history. The majority of humans were actively involved in hunting, farming, or handicraft related tasks thousands of years ago. They used to trade things with one another. The supplier's capacity to disseminate and sale was limited, and their capacity to advertise was constrained to the volume at which they could shout. The seller asserting his visibility and outlining what he had to trade in the domestic markets might have been the prehistoric kind of advertisement. Because it reached a huge number of people at once through multiple salespeople, advertising was an excellent marketing strategy. It was subsequently converted into a tool by the media. The American Marketing Association defines advertising as the promotion and representation of concepts, products, or services by an established sponsor for a fee. Advertising aims to generate demand for these items without changing their physical characteristics and is a significant expense for companies.

Creativity plays a crucial role in advertising as it contributes to competitive advantages, purchase intent, and brand strength. Social advertising involves disseminating social messages through non-profit institutions. The aim of this study is to explore the concept of creativity in advertising and create a conceptual framework.

KEYWORDS: advertising, creativity, sales, digital, businesses

1) Introduction:

Impact of advertising:

In today's dynamic corporate climate, advertising is essential. Manufacturing companies, merchants, buyers, salesmen, and society at large benefits from it.

Presents a New Product: To introduce a new product to market, advertising is used. It facilitates new products compete with existing competitors, securing their security and prosperity.

Creates Product Demand: Demand for products is sparked by advertising. Using various types of mass media, advertising spreads knowledge about a good or service, makes consumers aware of it, and increases consumer demand for the good or service.

Expand Market: It aids in the expansion of local markets, national markets, and even international markets. Without advertising, it is impossible to conduct business on a national and international scale.

Aids Personal Selling: Before a salesman can, advertising can contact a potential customer. The prospect is well-informed thanks to advertising. That makes the salesperson's job simpler.

Establishing Brand Image: Repetition in advertising aims to increase brand awareness. When a brand has a positive reputation, customers tend to stick with it. The long-term investment in a company's image and brand is spending money on advertising.

Decreases the cost of goods: Advertising increases demand, resulting in large-scale manufacturing and distribution. This leads to large-scale economies, which reduces the cost of goods.

Prospects are persuaded: Every rival boasts about his product's superiority. As a result, a potential customer must be convinced to buy goods. As a consequence, advertising's job includes both informing and persuading.

Employment: Advertising employs copywriters, models, and others in the field of advertising. Because of the large-scale manufacture and supply, it provides indirect work opportunities in society.

Elements of Marketing Mix and Advertising

Advertising and product:

The most crucial element of the marketing mix is the product. The popularity and usefulness of the product also influence market demand. Quality, advantages, and applications of the product influence its popularity. Publicizing the real product as well as its other features is vital. Prospects must be informed of this knowledge through advertising.

Advertising and pricing:

On the market, buyers are always price conscious. People choose a different product based on its quality or pricing. The cost ought to be fair. For customer cooperation and assistance, this is necessary.

Advertising and Place:

Physical distribution, which can occur through a number of channels, is referred to as place. For extensive distribution, advertisers must select between direct and indirect methods.

The efficient distribution of products and the informed consumption of goods depend on advertising.

Advertising and Promotion:

Promotion is arguably the most significant element of the marketing mix. To gain market share, businesses run sales promotion efforts. Price reductions and offers like "buy one, get one free" are also available as a sales promotion. There are a number of sales promotion strategies introduced at the dealer and consumer levels. Window displays, after-sale services, and well-coordinated public relations all contribute to sales promotion. Enormous advertising helps sales promotion campaigns by supporting them.

Advertising Agency

By charging a fee, an advertising agency provides specialised services to its clients. An advertiser prefers to delegate complete responsibility for advertising to such an agency rather than overseeing all aspects of the entire advertising project. An advertising agency is a business that provides a service. For extensive and effective advertising, large corporations prefer to use the services of such skilled, professional agencies. Similarly, the large proportion of ads and creative advertisement. In truth, advertising firms are the lifeblood of the business world. The agency employs authors, animators, media professionals, analysts, broadcast directors, marketing personnel, and other expertise. Advertising agencies are defined by the American Association of Advertising Agencies (AAAA) as "an autonomous business group comprised of creative and technical people who designed, planned, and positioned advertisements in advertising media for businesses looking for consumers for their produce."

Advertising Campaigns

All manufacturers, especially those selling consumer products and playing in a competitive market, are required to prepare an advertising strategy. A set of commercials that all express the very same message and are released within a certain time range is referred to as an advertisement campaign. Despite the fact that the campaign is communicated through various media, it has a single theme and a unified approach. Although advertisements are necessary, they are purposefully designed to be closely related to one another. The similarity of visual and orals indicates physical continuity. The launch of an advertising campaign necessitates long-term planning with a specific

goal, budgetary provision, and planning for extensive advertising over a specific time period. The involvement of various marketing executives is also required for the launch of such an advertising campaign. Throughout the campaign period, a series of advertisements with the same message are distributed through various media in order to have a positive impact on the people. The goal of an advertising campaign is to overcome marketing problems through extensive advertising.

It may be considered an unintended consequence of the entire marketing approach. Advertising initiatives that are part of a well-planned strategy produce better outcomes than small-scale advertising. This is due to the fact that buyers are indifferent to adverts that are incorrectly displayed. Recurring advertisements on the same theme, on the other hand, elicit a better response from consumers.

Coverage

A national, regional, or local advertising campaign can be organised.

They may be required in some cases in order to compete in the market.

Advertising campaigns required

Advertising campaign is always desirable because:

Consumers are inattentive.

Consumers are perplexed by advertising messages.

Advertisements are sometimes overlooked by customers.

Over the course of the advertisement, new prospects emerge.

Some advertising dollars are lost because some buyers are not genuine prospects at the time the advertisement appears.

Message continuity as a reminder.

Creativity in Advertising

The driving force behind a revolution is often creativity, which involves the ability to perceive something fresh and innovative when observing something that already exists. In other words, creativity enables individuals to identify novel ideas and approaches by looking at existing concepts from a new perspective..

It is common knowledge that an advertisement needs to have a creative component. Its inventiveness is brand-new, distinctive, incredibly attractive, and enticing to customers.

In actuality, advertising itself is a creative process. The final copy of the advertising reflects the long-term planning and arduous labour of the copywriter or artist. This makes sense because creative ideas don't just come to you. They need to be developed via a systematic thought process.

Advertising Creativity is influenced by a number of factors. Creative advertising must be innovative, smart, sharp, to-the-point, and highly appealing.

Significance of Creativity in Advertising

A number of advertising campaigns in 2001 failed to capitalise on creativity in advertising in their attempt to win customers. Each ad campaign scored gold. All of these campaigns were running at the same time. The customer would be certain of the gold offer regardless of the product he purchased. Such campaigns did not result in brand loyalty. A good promotion is one that encourages customers to make additional purchases. Consumers are more likely to respond favourably to and purchase the promoted product when commercials are engaging and creative. The advertising message is well received by the target audience, motivating people to act. Naturally, effective advertising contributes to the growth of sales.

Impact of Creative Advertising

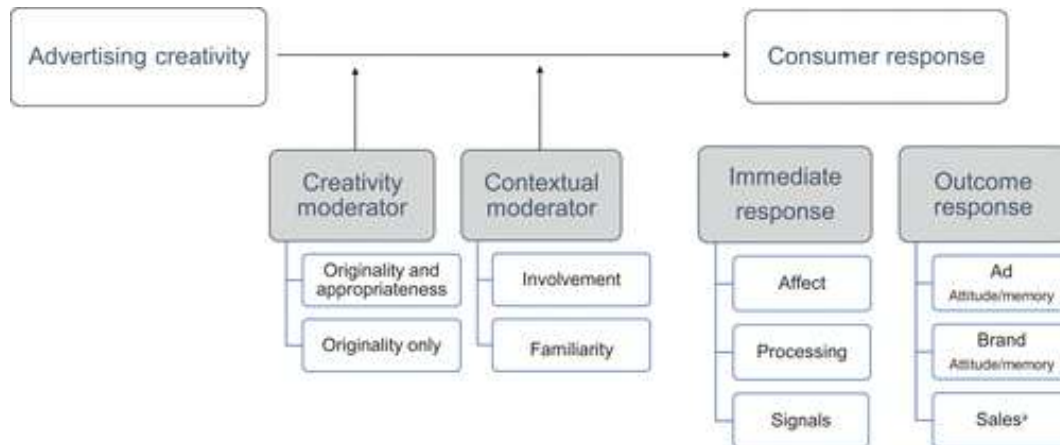
It stimulates rapid demand for a freshly entered brand.

It boosts customers' brand recognition.

Innovative advertising piques consumer interest and encourages them to purchase the goods.

Creative marketing quickly captures the viewers' attention to the product's features and aids in its growth. Advertising helps many products, such as colour tv, smartphones, and household appliances, reach the masses customer approval.

As a result of creative advertising, shoppers become much more mindful of their needs.



2. Objective

- The aim of this research project is for each campaign to consider the following:
- To analyze the response of consumers to creative advertisements
- As a strategy to assess the power of creativity in marketing campaigns
- Assess the success of campaigns about likeness, recall and distinctive features
Media used to convey the concept and reasons for the same use

3. Methodology:

Primary Data:

This refers to first-hand information gathered solely by the researcher. Personal interviews, questionnaires, surveys, and other methods are common ways to obtain primary data.

Secondary:

Secondary information is gathered from already-existing records and organization-specific pamphlets. The internet, books, and prior research papers were used to gather data for this study. For the purpose of this study, qualitative research was used to attain its goals. An analysis of the body of this project was done to validate and pinpoint the crucial factors and elements for the descriptive investigation. The information was gathered from secondary sources, including company data, books, the internet, periodicals, and office managers.

4. Literature Review:

In two aspects, creative media advertising varies from several other sorts of non-traditional marketing and communications: the format was not formerly regarded a conventional channel for advertising, and it reinforces the marketing message. Various sorts of unconventional marketing have been reported in the literature, yet there is no definitive list. [1]

Originality and imagination are two qualities that researchers of advertising innovation have previously mentioned. Consumer focus groups have provided insights into the definition of advertising creativity, stating that it is a process that enables consumers to make sense of innovative, imaginative, intelligent, and emotionally appealing advertising executions, resulting in positive perceptions of the advertised product or service. In essence, advertising creativity involves the ability to leverage statements and marketing elements to elicit responses from consumers.[2]

Dahlén was the first to employ the concept of creative media advertising (2005). A creative platform, according to him, is a non-traditional, creative media that conveys the information implicitly. Consumers must be able to recognise a clear relationship between the brand's message and the media. [3]

The primary goal of viral marketing or buzz marketing is for it to be shared online. Ellen DeGeneres took a selfie with her Samsung camera somewhere at 2014 Academy Awards, for example. It soon surpassed all previous records for most retweeted messages. It's worth noting that viral marketing can benefit from creative media advertising. It's not unusual for a viral commercial to be created using a creative media. [4]

A meta-analysis on advertising creativity, examining when and how it enhances marketing effectiveness. They find that creativity positively impacts consumer responses, particularly in low-involvement contexts. The study identifies key moderating factors, such as product type and media channel, providing strategic insights for maximizing creative advertising's impact. [5]

Exploring how advertising creativity benefits not only the advertiser but also external stakeholders. Their study finds that creative ads can enhance consumer perceptions of the media channel hosting them, improving attitudes toward media brands. This suggests broader value creation beyond direct advertising effectiveness. [6]

Examining how creativity in advertising is defined and measured, highlighting inconsistencies in existing frameworks. They explore key dimensions of creativity, including originality, appropriateness, and divergence, and review various measurement approaches. The study emphasizes the subjective nature of creativity assessments and the challenges of developing standardized evaluation criteria. By analyzing prior research, the authors propose a more structured understanding of advertising creativity, aiming to bridge gaps between theoretical definitions and practical applications in marketing and advertising. [7]

Introducing the Creative Product Semantic Scale (CPSS) as a tool for assessing advertising creativity. They evaluate its effectiveness in measuring key creative dimensions such as originality, appropriateness, and artistic value. The study highlights the subjective nature of creativity assessments and the need for reliable evaluation methods. By testing CPSS across various ads, they demonstrate its validity and practical application in advertising research. Their findings help standardize creativity measurement, providing advertisers with a structured approach to evaluating creative effectiveness. [8]

Exploring advertising creativity through a "3Ps" framework—Person, Process, and Product. They emphasize the need for a more imaginative research agenda to understand how creativity emerges, is evaluated, and impacts advertising effectiveness. The study critiques existing creativity research for being too narrow and calls for broader, interdisciplinary approaches. By integrating insights from psychology, management, and marketing, the authors propose new directions for studying creativity's role in advertising, aiming to enhance both theoretical understanding and practical application.[9]

How perceptions of advertising creativity influence its effectiveness. The study examines the relationship between creativity, consumer engagement, and brand impact, emphasizing that perceived creativity enhances attention, emotional response, and message retention. It highlights key factors shaping creativity perceptions, such as originality and relevance. By analyzing consumer reactions, Modig demonstrates that creative ads can strengthen brand attitudes and purchase intent. The research provides valuable insights for marketers on leveraging creativity to maximize advertising impact and consumer persuasion.[10]

5. Results & Findings:

This chapter discusses findings based on the secondary data gathered from several online

sources mentioned in the references. This leads to the research objective, which can be addressed by doing a further and relative review, and thus the aim of the paper can be achieved. Advertising has always been a way to increase awareness of brands and to reach the untarget customer base or maintain the existing market. Well, there's a major competition out there, and the winner is the one who can stand out. Whether it is on quality terms, price, availability or even brand recall. Being on the top of the mind of the customer is an outcome of a creative advertisement. Some of these advertisements are:

Ad Campaign #1: Havells



In the Indian electrical goods sector, Havells is a major player. The brand was practically unknown 10 years ago and, thanks to some groundbreaking campaigns, it has recently become prominent.

Havells is an Indian subsidiary of the QRG Group that was established as a company in 1958 and subsequently went public in 1983. With a strong foothold in every major electricity segment, Havells has experienced significant growth, generating revenue of Rs. 1600 crore. Havells primarily operates in four main verticals, namely Switch Gear, Lighting and Fixtures, Cables, and Electrical Consumer Deliverables. These areas form the core of Havells' operations. Havells' tendency for advertising is notable. The business made substantial promotions and used the IPL to raise brand awareness.

Campaign under study: Wires that don't catch fire

Havells has a long history of innovation in the wire sector, and commitment has always been a key component of the brand. Throughout the years, the Havells Wires that don't catch fire ad campaign has become legendary. The campaign credits go to the Soho Square Department of an Ogilvy Group Business. The intention was to advance it and improve the organization's standing. They have always chosen heartfelt tales to deliver their message, and this time they sought out a global tale. Market-related features and the capacity to build on a statement in order to elicit replies based on these components.

The breakthrough resulted in a threefold rise in spontaneous recall. The agency therefore announced a 7 percentage points rise in brand market share, from 33 percent to 40 percent. This non-inclusive thinking led to a 30 percent increase in the company's monthly revenues

Ad Campaign #2: Burger King



Campaign under study: #WhopperSecret

Burger King recently ran a marketing campaign aimed at demonstrating that their signature burger, the Whopper, is larger than McDonald's Big Mac. The campaign involved hiding a Big Mac behind every Whopper depicted in advertisements produced by the company's creative agency, BBH. Despite this, the competitor's product was often obscured due to the size of Burger King's own burger.

The campaign was widely praised for its inventive approach, with BBH's chief creative officer, Ian Heartfield, hailing it as one of the agency's most interesting ideas. Burger King is no stranger to cheekily roasting its rival McDonald's, with previous campaigns including the #NeverTrustAClown campaign and a tweet responding to Kanye West's love of McDonald's that became one of the most popular promotional tweets ever.



Ad Campaign #3: Gillette

Campaign under study: “we believe: the best men can be”



Based on its tagline, "The Best a Man Can Get," Gillette debuted its mission-driven campaign, "The Best Men Can Be," in January 2019. The brand's television ad features dramatic depictions of toxic masculinity, from teen bullying to adult assault, and mixes gorgeous cinematography with a powerful message. The commercial acts as a call to action to make a difference. When the #MeToo campaign swept the globe, the topic of equality exploded into the spotlight, and Gillette seized the opportunity. The company targeted its predominantly male audience with a meaningful ad that received four million views in less than 48 hours.

The campaign was an excellent example of capitalizing on the #MeToo movement's continuing momentum and using a campaign to send an important message. The campaign was well-received and got a huge amount of coverage. The brand's revenues increased by about 4% over the previous quarter.

As one might expect, this creative advertising campaign caused controversy; while millions praised the message and the expert execution, many felt it was anti-male. Nonetheless, it's likely that Gillette originally intended for this thought-provoking job to receive positive feedback.

Ad Campaign #4: WhatsApp Campaign under study: “It’s Between You”

In India, the Facebook-owned app "WhatsApp" launched a campaign in 2020 with the aim of spreading awareness about its latest privacy policy and dispelling rumors. According to the campaign, "It's Between You" focuses on the value of privacy and how it contributes to people having real relationships. Privacy, according to the brand,



allows people to connect as themselves, and when privacy is sincerely felt, relationships become more personal and genuine. It wants to emphasize that WhatsApp's privacy, which is provided by end-to-end encryption, is not just a function, but a feeling.

The campaign featured two 60-second commercials that aired on TV, digital, and OTT channels. Furthermore, the influence of Facebook and Instagram was used to increase interaction.

The two films, 'Caregiver' and 'Cut it Out,' show how WhatsApp's functionality, such as texts, video calls, and voice messages, can be used to mimic in-person interactions and bring people closer together. It was also intended to communicate that physical distances do not always imply emotional distances.



An old lady is seen voicing her daily moments and feelings with her nurse through WhatsApp in the film "Caregiver," which is based on a true story. The other film, „Cut it Out,' is a lighthearted comedy in which a young woman uses a WhatsApp video call to encourage her older sister to give herself a haircut at home when she feels vulnerable and reluctant.

WhatsApp released its first TV ad campaign in India in 2018, titled "Share Joy, Not Rumors." The goal at the time was to inform Indians about the dangers of fake news and forwarding messages in an irresponsible manner. It was one of India's biggest anti-misinformation public education drives.

In India, WhatsApp has a user base of over 400 million people. This campaign was a unique and imaginative way of dealing with a problem brought about by the app's recent update. Excluding the television commercial, the advertisement received over 3 million views.

Ad Campaign #2: Monster.com



Monster India is Monster Worldwide's flagship brand and a leading online career and recruitment solutions provider. It launched an integrated campaign centered on its latest brand positioning, "Find Better." Monster India's new brand philosophy, "Find Better," aims to provide workers and employers with "Better Access, Better Connections, and Better Results." The organization is implementing a 360-degree engagement strategy to facilitate the introduction of this new positioning.

Campaign under study: Get Lucky



Two candidates wait for their turn for a work interview in a TV commercial made by Dentsu India Group as part of the campaign. The two argue over who has more luck on his side. They show off their respective "lucky charms" that will help them land the job, like maa (pulled from a bag). When a lady interrupts them and tells them that the organization has found its nominee (a third aspirant), their debate comes to an end. Disappointed, the unsuccessful candidates blame their competitor's performance on "solid luck."

After that, the chosen candidate launches Monster.com. What is the message? 'Good luck.' 'Get involved with monster.com.' „Better connectivity, better communications, better and employment,' says a voice over accompanying the Monster.com site seen on a smartphone, tablet, and laptop at the end of the film.

Monster India's 'Find Better' campaign, created by Dentsu Marcom, aims to provide users with a better user interface experience as well as a quick and clutter-free presentation of details. The aim of the overhaul is to make it easier to navigate the website.

According to a recent study conducted by Monster India, luck is important in almost every aspect of our lives, especially when it comes to jobs and career advancement. Monster released a new ad campaign focusing on this market insight, featuring two men who show off their lucky charms while waiting to be interviewed. As each person seeks to outdo the other, there is a sense of competition. Finally, the boss exits with the third candidate chosen. The two men look at him, puzzled as to how he managed to get luck on his hand. The chosen candidate pauses to take out his mobile, which contains the Monster job-search app, and remarks that with Monster, luck is on his side.

The campaign coincides with Monster.com's introduction of new iPhone and iPad apps, expanding the

company's current Monster Mobile Solutions range.

In line with its latest „Find Better' brand positioning, Monster India has introduced Monster TV, a YouTube career channel that blends the power of video with MonsterIndia.com's high- quality content to reach a large number of job seekers. The channel served as a repository for related, high-quality user-generated content.

General analysis

According to research by Andreea-Ioana Maniua and Monica-Maria Zahariea, the most effective advertising strategy combines surprise, medium, and message relevancy. To combat consumer cynicism towards traditional media, the study suggests that altering the advertising setting creatively can have a significant impact on the effectiveness of ads. The study also found that message uniqueness and relevancy are crucial factors in determining the success of advertising campaigns.

Creative ad campaigns, when executed well, can provide a return on investment up to eleven times greater than non-creative campaigns, according to marketing expert James Hurman.

The Harvard Business Review reports that a euro invested in an exceptionally creative marketing campaign can generate almost double the sales value of a euro spent on a non- creative campaign.

Customers are more likely to respond to an extremely imaginative commercial, according to research by Sara Rosengren, Micael Dahlen, and Fredrik Torn that was published in the Journal of Advertising Research.

According to the Nielsen Catalina Solutions survey, strong creativity remains the most critical factor in advertising. Additionally, the study indicates that media plays a more significant role than ever before in driving sales, due to advancements in technology and data analysis. The survey shows that targeting, reach, and relevance of the campaign can have a significant impact on sales, with media accounting for 36% of sales influence in the past 11 years, up from 15%.

In terms of creative quality, weak advertising results in minimal sales growth, regardless of the medium, be it traditional television or digital advertising. Conversely, when creative quality is high, the sales boost is more significant, reducing the media's impact on sales.

6. Conclusion

After conducting a thorough investigation into the topic, I have come to the conclusion that creative advertising is an essential component of any business's success. In the modelling, manipulation, and development of great ads, creativity plays a critical role.

Through making amazing ads, which in turn brings big returns in the form of sales, creative advertising plays a significant role in industry. It has an effect on consumers by providing them with up-to-date information on the latest goods and services available. Consumers are often made aware of the brand, environmental protection, health and safety, and so on, thanks to creative advertisements.

Many businesses delegate advertising work to advertising agencies, who rely on their creativity to create effective advertisements.

Every employee at the agency contributes and gives their all in order to produce great effective campaign. The use of a punchline, phrases, tones, the endorser, the cultural theme, the sound, and other important elements that go a long way in determining the creativeness of advertising.

The right use of media often shows the advertising's creativity. When products are small in size and advertisement budgets are limited, vocals over the radio can be used, or if the target audience is larger, an icing image with similar details can be put in the newspaper. When budgets are tight and expectations must be met in large numbers and with high wages, television is a great choice for ads because it generates interest and allows for product/service demonstrations.

Advertising in India is currently undergoing a transformation. Until recently, traditional means of mass communication such as television, radio, newspapers, movie theaters, word of mouth, and so on were most widely used. However, the marketing process has changed, and different methods are now being used to

promote advertisements such as e-commerce, users' devices such as mobile phones, the internet, and so on, which attracts customers. Businesses have reaped the benefits on a large scale as a result of this.

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