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**MODULE - I**

# **Introduction to Creativity**



MODULE 1

# Introduction to Creativity

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## Module Description

The soul of advertisement lies in creativity. Usage of creativity enables a person to find hidden meaning, discover new aspects and present a plain product with new colours and perspectives. Creativity in advertisement makes the advertisements more lasting and impactful.

This module covers the meaning of creativity and how creativeness is used in advertisements. Moreover, it explains how to make creative briefs.

The module enables the students to understand not only the meaning of creativity but also the making and usage of creative briefs. Besides, it helps students to explain the various stages involved in the creative process.

### Chapter 1.1

Creativity in Advertisement

### Chapter 1.2

Insight into Creating Briefs

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# Chapter Table of Contents

## Chapter 1.1

### Creativity in Advertisement

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## **Aim**

To explain the meaning of creativity, stages in creative process and meaning of creative briefs so that students are able to work with creativity and prepare creative briefs.



## **Instructional Objectives**

After completing this chapter, you should be able to:

- Elaborate the meaning of creativity in advertising
- Explain the stages in creative process
- Describe the meaning of creative briefs



## **Learning Outcomes**

At the end of this chapter, you are expected to:

- Review the meaning of creativity in advertising
- Summarise the stages in creative process
- Outline the meaning of creative briefs

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## 1.1.1 Introduction

Look at the following image:



*Figure 1.1.1: An Illustrative Image*

Do you find any connection with the image? At the very first glance, it looks like the logo of Facebook. However, when you read it carefully, you will immediately identify that it is something else. Now, you may think why someone has used a logo similar to that of Facebook. This is not just to have the attention of the readers but it is a very creative way to target a particular audience.

Face a book is one of the best examples of creativity in advertisements. This advertisement is used by Tzomet Sfarim, an Israel-based book chain. The main objective of this advertisement is to attract the youngsters who are addicted to social media like Facebook and motivate them to read books.

In this chapter, let us study in detail such advertisements and what makes them different from other advertisements.

## 1.1.2 Meaning of Creativity in Advertising

Today, everything is set out for selling, including products, services, goods and ideas. In such a world, advertisement plays a great role in bringing out the product in the notice of its prospective buyers. Advertising, being a paid and non-personal way to communicate with the public, is an integral part of marketing of any product and service.

Though everything around us is advertised, there are only handful of advertisements which make their mark in the constant competition of vowing the buyers.

Which are those advertisements that buyers remember out of the plethora of advertisements they come across daily? What makes some advertisements impactful amongst the others?

Let us review some of the advertisements and try to understand how they not only reached the buyers but also stayed in their memory for a longer time.

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Look at the following advertisement of Berger Paints, which was seen in 2009 and grabbed a lot of attention of its viewers.



*Figure 1.1.2: Advertisement of Berger Paints*

This advertisement illustrates a live painter, painting the blue colour of the sky on the billboard. The idea of creating such an advertisement was to show that Berger paints' colours are as real as the colours of our natural surroundings. The advertisement worked nicely because what the billboard showed was the sky merging with it.

Similarly, another advertisement which stood out in the league of advertisements was of Fevicol, which is shown as follows.



*Figure 1.1.3: Advertisement of Fevicol*

This advertisement of Fevicol was printed in the newspapers a day before the Independence Day. This advertisement presented the concept of Fevicol's product, amalgamated with the zeal of nation's unity. Such a blend made it worth remembering by its viewers.

So, what makes such advertisements different from the others of their kind? It is the creativity used in making them.

Creativity is the potential to perceive the ordinary things differently. It is the ability to transform strategic thinking into new ideas, which leaves long-lasting impact on its viewer. Creativity is the support system of impactful and sustaining advertisement.

Creativity adds another dimension to the message what an advertisement wants to convey. Through creativity, an advertiser uses entertaining and competitive tools and techniques to impress and connect with consumers of the respected product.

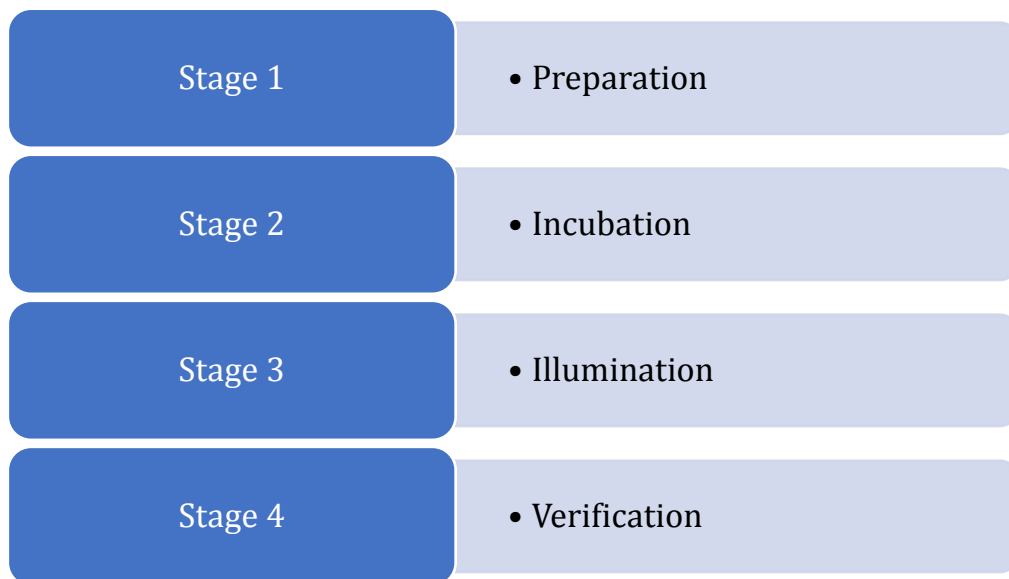


## Self-assessment Questions

- 1) \_\_\_\_\_ adds another dimension to the message of an advertisement.
  - a) Text
  - b) Picture
  - c) Creativity
  - d) Themes
  
- 2) \_\_\_\_\_ is a paid and non-personal way to communicate with the public.
  - a) Publicity
  - b) Marketing
  - c) Competition
  - d) Advertisement

### 1.1.3 Stages in Creative Process

In the previous section, we have discussed what is creativity in advertising. There are certain stages in the creative process. Let us learn about these stages through the Wallis' model of the Creative process. The different stages of the creative process are shown as follows:



*Figure 1.1.4: Creative Process according to Wallis' model*

#### Stage 1-Preparation

Preparation is the first stage in the process of creativity. At this stage, an individual becomes curious about solving a given problem. Problems can be any sort of artistic challenges or tasks. In preparation stage, an individual performs research on the topic of problem.

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In case of advertisements, at the stage of preparation, an individual tries to identify or generate new ideas to promote a particular product.

At this stage, goals are created, thoughts are organised and brainstorming is done to formulate different ideas.

### **Stage 2-Incubation**

Incubation is a stage where an individual begins to process the ideas generated at the stage of preparation. At this stage, synthetisation of ideas using imagination takes place.

### **Stage 3-Illumination**

At illumination stage, various ideas on the specified topics are generated in the mind of an individual at the very moment. These ideas provide a basis for creative response. They can be either the pieces of the whole idea or the whole idea itself.

### **Stage 4-Verification**

This is the last stage in the process of creativity. At this stage, activities are performed to demonstrate if the illusion occurred satisfies the need and the criteria defined in the preparation stage. In this stage, the ideas are studied, evaluated and seen if they can be developed for practical use.



## **Self-assessment Questions**

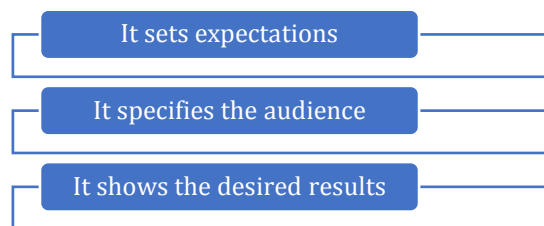
- 3) \_\_\_\_\_ is the stage where the ideas are evaluated.
- |                 |                 |
|-----------------|-----------------|
| a) Illumination | b) Verification |
| c) Incubation   | d) Preparation  |
- 4) \_\_\_\_\_ is the stage where synthetisation of ideas using imagination takes place.
- |                 |                 |
|-----------------|-----------------|
| a) Illumination | b) Verification |
| c) Incubation   | d) Preparation  |

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## 1.1.4 Introduction to Creative Briefs

A creative brief is a short document, blue print or a guide used for making advertisements. It provides the creative team an overview of the most important issues that need to be considered while creating an advertisement. Also, it details out the objective, target audience and message in context of time and the budget for the advertisement.

Organisations use creative briefs for different purposes. Some of the purposes of making creative briefs are as follows:



*Figure 1.1.5: Purpose of Making Creative Briefs*

### **It Sets Expectations**

A creative brief sets the expectation for the project it is being made for. It specifies the name of the project, its purpose (sales, promotion, brand awareness), deadline and key deliverables.

### **It Specifies the Audience**

A creative brief specifies the prospective audience which are being targeted through the advertisement. This makes the advertisement clear at the time of its delivery. It helps to gather the attention of audience of that particular area or age group.

### **It Shows the Desired Results**

A creative brief gives clarity about the results which are being expected out of the advertisement. This removes all the chances of ambiguity regarding the kind of deliverables a team is supposed to deliver at the end as an advertisement.

**Note:**

Creative brief is discussed in detail in next chapter.



## Self-assessment Questions

- 5) Creative brief specifies the \_\_\_\_\_ audience.
- a) Required
  - b) Not required
  - c) Targeted
  - d) Unspecified
- 6) 'What is to be done' is implied by \_\_\_\_\_.
- a) Brief
  - b) Creative
  - c) Advertisement
  - d) Marketing





## Summary

- Advertising is a paid and non-personal way to communicate with the public and sell products, ideas and services.
- Creativity is the potential to perceive the ordinary things differently and ability to transform strategic thinking into new ideas.
- Preparation, incubation, illumination and verification are the four stages in creative process.
- A creative brief is a short document, blue print or a guide used for making advertisements.
- Purpose of making a creative brief is to set expectations, specify the audience and have the desired results.



## Terminal Questions

1. What is the meaning of advertisement? Explain with example.
2. What is the meaning of creativity? Explain with example.
3. What is the role of creativity in advertisement?
4. What are the stages in creative process? Explain.
5. Define creative brief. What are the purposes of making creative brief?



## Answer Keys

Self-assessment Questions	
Question No.	Answer
1	c
2	d
3	b
4	c
5	c
6	a



## Activity

**Activity Type:** Offline

**Duration:** 60 Minutes

### Description

Calin has just joined your advertising company as an intern. As a part of his project, he needs to create a creative advertisement for a chocolate brand. Calin does not know the stages for such a creative process. As a guide, prepare a lesson for him on the stages of creative process for a chocolate brand advertisement.

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## **Case Study**

**Using the client's input to prepare a creative brief for a new advertisement project for an already existing product in the market**

### **Background**

A leading chocolate manufacturing company has a strong foothold in the market. The advertisement related to the chocolate product, manufactured by the company, has been floating around for almost a year and the company is now sensing to revamp the advertisement so as to infuse some new feature in the advertisement and also to gauge the customer's response.

### **Case/Subject**

With the above background of the case, list down some creative ideas for creating new advertisement.

### **Hint**

For generating creative ideas, you can take several inputs such as the customer's response from the advertisement, why the advertisement needs to be modified, what the competitors are doing to beat the market and so forth.

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## Bibliography



### e-References

- Smallbusiness.chron.com. *5 steps in the creative process model*. Retrieved from <http://smallbusiness.chron.com/5-steps-creative-process-model-10338.html>
- smallbusiness.chron.com. *The role of creativity in advertising*. Retrieved from <http://smallbusiness.chron.com/role-creativity-advertising-61394.html>



### External Resources

- Berman, M. (2012). *The copywriter's toolkit*. UK: Wiley–Blackwell.
- Burtenshaw, K., Barfoot C., & Mahon, N. (2011). *The fundamentals of creative advertising*. Singapore: An AVA Publishing.
- Drewniany, B. L. (2014). *Creative strategy advertising*. USA: Wadsworth Cengage Learning.



### Video Links

Topic	Link
Writing a Creative Brief That inspires	<a href="https://youtu.be/806qk1Optzs">https://youtu.be/806qk1Optzs</a>
The Creative Process (Five Stages)	<a href="https://youtu.be/Zl0R1uJ62xo">https://youtu.be/Zl0R1uJ62xo</a>
Creative Advertising: Build Significance Before You Sell	<a href="https://www.youtube.com/watch?v=zqvXXzJtS7U">https://www.youtube.com/watch?v=zqvXXzJtS7U</a>



# Notes

