Creativity – Creative Process in Advertising & Importance of Creativity with examples of Volkswagen

Lesson Notes

Creativity

Being unconventional and relevant is referred to as being creative. The ability to solve communication problems with the help of new, distinct and relevant ideas is called Creativity.

Four Rules of Creativity

1. The product must be made appropriate for the customer.
2. It must assure the consumer.
3. It shouldn’t be free-standing.
4. The commercial must be product-centric.

Importance of Creativity in Advertising

Various Reasons for Creativity being Important in Advertising

1. It is the backbone while building a marketing mix, i.e. sales promotion, personal selling, sponsorship, public relations and direct marketing.
2. It makes a product stand out by shifting the consumers’ feelings and attitude towards buying the product over its competitors’.
3. Encourages thinking by providing information.
4. It can test and convince.
5. It provides for purchasing and testing.
6. It generates brand loyalty.
7. Boring ads can be turned interesting with a creative touch.
8. Company objectives are attained with the help of creative ads.

The Creative Process
1. Immersion
The process of collecting data by submerging oneself in a problem and by background research.

2. Digestion
Contending with the collected data and working with it.

3. Incubation
Using your subconscious instead of conscious to solve a problem.

4. Illumination
The realization of getting an idea. Situations like “Eureka! I have it!”

5. Reality or verification
Analyzing an idea to see if it works and then planning its practical execution.

Before Young, Graham Willis, an English sociologist, came up with a similar four-step concept

Creativity Example – Volkswagen
- Volkswagen released a three-page guide that helped readers take a test drive.
- Users could install an app and try out different features.
- These included the “Lane Assist” mode.
- This mode makes the phone vibrate if it came too near the side of the road

Creativity Example – Heineken
- Heineken, in its billboard, made it look like there is a hand grabbing the bottle.
- This look was achieved with the help of a 3D Billboard.

Creativity Example – Garnier [For Any Hair Type]
Example – P&G reinventing “Client & Agency Relationships”

Marketing and advertising reinvention means the reinvention of agency partnerships.

P&G Chief Brand Officer Marc Pritchard said,

“Agency reinvention has saved $1 billion and is leading to more creativity, more agility, greater entrepreneurship and transforming our organisation and culture.”

Nearly 30% of the company’s media spending is slated in-house.

Pritchard said,

“We’re implementing ‘fixed and flow’ agency models with a ‘fixed’ amount of work at a core partner that requires experienced creative—like core brand campaigns—supplemented with a ‘flow to the work’ approach through flexible sourcing from smaller, more agile shops.”

Due to this new model, P&G’s core agencies are being entirely reinvented.

Example – P&G reinventing “Client & Agency Relationships”

1. For instance, it co-located with Grey Midwest on Febreze and many additional brands.
2. This created a “borderless” technique which resulted in collapsing creativity from months to hours.
3. A fast cycle work was created on Crest and Oral-B by a co-located model with Publicis Agile Lion.
4. An integrated group of multiple agencies was brought together because of a completely fresh model.
5. This group, named “Woven”, built work on Tide.
6. The Secret brand has evolved into an agency,
7. It develops and produces advertisements for one-tenth of the cost.
8. It has also reduced the time frame from five months to one.
9. Example – The “Secret All Strength No Sweat” video was shot in P&G’s Cincinnati office.
10. P&G’s home office was the location for the opening scene.
11. The associate brand director was the producer.
12. The brand manager was the creative director.
13. The songwriter was the general manager.
14. “And it’s winning in the market,” Pritchard said about the video.