

Creativity, Creative Strategy, and Copywriting



Creativity in Advertising

- Creativity is the ability to produce original ideas or original ways of looking at existing ideas.
- It is the ability to draw connections between previously unrelated ideas

Creative Thinking

- **Convergent thinking** - seeks to narrow the possibilities until it reaches the “correct answer”;
- **Divergent thinking** - starts in the opposite direction, by searching for even more possibilities and then selecting one good answer that may not necessarily be the only good answer;
- **Big idea / creative concept** - unifying theme around which an ad or campaign is built.

The Creative Process

- **Orientation** - The creative process starts when you clearly identify the problem you're trying to solve - or the opportunity you're trying to capitalize on - with your advertising.
- **Preparation** - Get as many pieces of information about the problem at hand and immerse yourself in them. The more facts and notes and anecdotes you have rattling around in your brain, the greater the chance you'll stumble across one of those unprecedented connections that define creative thought.
- **Analysis** - Your next step is to break down everything you've learned in the preparation stage. Organize the facts and figures you've collected and take inventory of what you've got. Understand the technical details, market dynamics, competitive trends, and other forces that will affect the success of the advertising you're about to create.

- **Ideation** - With a head full of facts and knowledge, you're ready to generate those creative ideas that are sparks behind successful advertisements. Einstein described this as 'combinatory play', meaning that you play around with the facts and thoughts, trying to find new connections.
 - A common technique for generating ideas and connections between ideas is **free association** - letting your mind go and simply recording whatever thoughts come to the surface.
 - When people freely associate in a group, the technique is called **brainstorming** - the purpose is to pile up ideas one after another.
- **Incubation** - Give your conscious mind a break from the action, while your subconscious mind plays around with various ideas, looking for connections and insights.
- **Synthesis** - The next challenge is to catalogue and organize your ideas, all the while trying to synthesize those fragments or fit the pieces together to create the big idea.
- **Evaluation** - Evaluate the overall creative process.

The Creative Strategy

- The creative strategy is the plan that defines three advertising efforts:
- **art direction** - the artistic design of the ad
- **production values** - the various audio and visual components and stylistics touches of the ad
- **copy platform** - essentially a checklist providing the background information that the copywriter and art director need to craft to the ad

Copy Platform

- **A statement of the problem the advertising is expected to solve** - key fact, situation, event or problem in the market that prompted to run a campaign.
- **The advertising objective** - statement covers only the task that advertising can be expected to accomplish.
- A description of the product - give a quick overview of the product and its features.
- **A profile of the target audience** - summarize the demographic and psychographic information that describes who the target audience is and how that audience behaves.
- **An assessment of the competition** - analyze and summarize the competition, in terms of both the overall marketing strengths and weaknesses.
- **The key customer benefit** - state the most distinctive benefit your product offers, taking customer needs and competitive strengths into consideration.

- **Support for the key benefit** - make sure the key benefit and any secondary benefits spring from some aspect of the product and of the company that provides it.
- **The selling strategy** - Clearly state the selling strategy and the Unique Selling Proposition (USP).



The Selling Style: Hard & Soft

- **Hard-sell advertising -**

persuade audience with the demands to 'buy now!' or promises of being the best, the greatest, the most wonderful product in the world.

- **Soft-sell advertising -**

is the stylistic, subtle approach to persuasion and motivation in an effort to build the desire for the product.

Appeal in Advertising

- **Advertising appeal** - is an attempt to draw a connection between the product being advertised and some need or desire that the audience feels.
- **Logical Appeals - also known as rational appeal** - aim for the buyer's head, tries to sell products based on performance, features, or the ability to solve problems.
- **Emotional Appeals** - aim for the buyer's heart, tries to sell products based on the satisfaction that comes from purchasing and then either owning or giving the product.
- **Price or Value Appeals** - promising to give buyers more for their money.
- **Quality Appeals**
- **Star Appeals and Testimonials / Celebrity Endorsement Ads**
- **Ego Appeals** - relates to physical appearance, intellect, sense of humour or any other real or imagined personal quality.

- **Fear or Anger Appeals**
- **Sensory Appeals** - Senses, Touch, Vision, Taste, Smell, Hearing etc.
- **Sex, Love and Social Acceptance Appeals**
- **Subliminal Advertising** - Decoding is supposed to happen subconsciously through the use of visual symbols, sub audio messages or visual message for a brief period.
- **Novelty Appeals**

Print Copy

- **Headlines** - The dominant line or lines of copy in an ad.
- **Subheads** - Secondary headlines, write to move reader from the headline.
- **News headlines** - News headlines present information that's new to the audience, such as announcing a new store location.
- **Emotional headlines** - The emotional appeal described earlier in the chapter is represented by this line.
- **Benefit Headlines** - A statement of key customer's benefit.
- **Directive headlines** - Direct the reader to do something or at least suggest the reader, motivate action.
- **Offbeat and curiosity headlines** - Humour, wordplay and mystery.
- **Horn-blowing** - headline that expresses superiority, arrogance and self-centredness.
- **Slogan, label or logo headlines**

Body Copy

- **Body copy** - constitutes the words in the main body of the ad, apart from headlines, photo captions, and other blocks text.
- **Straight-line copy** - is copy that takes off from the headline and develops the selling points for the product.
- **Narrative copy** - tells a story as it persuades; the same selling points.
- **Dialog/monolog copy**
- **Picture and caption copy** - relies on photographs or illustrations to tell the story.
- **Slogans/taglines** - memorable sayings that convey the message.