

4. The idea of creativity in advertising

The chapter examines the essence and features of advertising creativity, its influence on marketing communications, as a means of rapid response and targeted influence on consumers and intermediaries. Advertising creativity is a conscious activity aimed at obtaining certain results, which is able to use elements of modern art to create the desired brand image. Some products should be advertised not according to standard rules, but using original means and methods. The main thing here is to try to surprise the consumer by providing him with unusual, bright, original solutions that go beyond the usual. Research shows that advertisers must reorient themselves to the consumer, who has changed over the past decade and now expects a new, interesting creative product from the advertiser, so advertising agencies in their activities need to use such aspects of advertising creativity as originality, flexibility, development, synthesis and artistic value [101].

Economic processes and phenomena of the 21st century, such as: globalization of markets, increased competition, changes in the market mindset of consumers - all this significantly affected marketing management. In the EU countries, intellectual resources and technological innovation are increasingly used as the most important driving force of the new economy, which is more resistant to crisis situations. The development of the creative economy will seriously affect the future economic growth of the developed countries of the world. There is a shift to new forms of creative industries, namely applied creative practices and processes, innovation and new jobs for the creation of intellectual property and creativity. The creative sector of the economies of developed countries includes from 10 to 15 creative industries, among which advertising, architecture, design and fashion are growing dynamically. At the same time, a creative approach to solving applied problems becomes an important factor in competitiveness and profitability. Precisely because advertising is one of the most active tools of marketing communications, as a means of rapid response and

targeted influence on consumers and intermediaries. The issue of increasing the creative level of advertising messages and advertising materials in Ukraine is particularly relevant.

Creative in marketing is the visual part of an advertisement (photo, image, video, gif, etc.), which is the embodiment of an original idea. Its purpose is to catch and hold the attention of consumers, to encourage them to familiarize themselves with the offer and make an order.

Creatives, no matter how high-quality they are, are not able to increase sales many times, since they are only part of targeted advertising. Their task is different. They should attract attention, evoke certain emotions and desire to get more information about the product/service. If it worked, then the consumer may want to try the product and choose that particular brand.

Thus, in the chain of making a purchase decision "attention - interest - desire - motivation - order" creatives for the target are effective only at the first three stages. They attract with their originality, motivate to study the product, click on the ad and go to the site. And then other mechanisms are triggered to convince the user to place an order.

Creatives are especially popular on social networks - Facebook, Instagram, Telegram and YouTube, as these are platforms with a huge audience. Active users most often look for goods and services in social networks, which means that for any business it is a great opportunity to increase sales.

Creating advertising creatives is a creative process. They are designed in such a way that they are aimed at a specific audience and lead to a targeted action.

The essence of creativity is to influence the consciousness of the audience, to touch. Any graphic advertisement has 1-2 seconds to stimulate the user to go to the company's profile on Facebook or Instagram, to the channel on Telegram or YouTube. Therefore, creative design is very important. It should become a "magnet" and convince a person to view the ad.

The modern market is oversaturated with products and information. In order to stand out among competitors, you need to carefully think through the idea, take care of high-quality design and text. Then consumers will be interested.

Algorithm for creating advertising creative: step-by-step instructions

Newbie marketers often try to include visual and textual information in the creative that they like and, in their opinion, will touch the target audience. However, such a decision is not always justified. After all, what attracts you will not necessarily interest a potential client. To make the advertisement effective, follow the step-by-step instructions.

The action plan is as follows:

1. Study the target audience

The creation of creatives depends on the mood, needs and desires of the target audience. Therefore, first you need to understand who your client is (age, income level, family status, place of residence, hobbies), what are his expectations, fears and "pains", and then move on to advertising.

Pay attention to the words, phrases, and expressions your potential customers use when communicating their needs. This will come in handy for creating engaging ad creative. To observe the manner of communication, visit thematic forums and chats, read comments under posts, in particular under publications of competitors. You can chat with existing customers or find people you know who are interested in your product.

2. Use the Rossiter-Percy matrix

The purchase decision matrix is used to create a creative. It was developed by American advertising specialists John R. Rossiter and Larry Percy. The model is based on the client's motivation and involvement. In turn, motivation is divided into positive and negative. In the first case, the purchase is made to please oneself, and in the second

- to avoid problems. In addition, there is low and high involvement - when the product is optional or, on the contrary, vital.

Using the Rossiter-Percy matrix, analyze your proposal. If a product or service falls under several criteria, a different creative design will be needed for each of them. For example, if you are a lawyer who specializes in car accidents, consumer motivation will be clearly negative and engagement will be high. And if you sell jewelry - positive motivation and low or high involvement (it all depends on the situation). In the case of a lawyer, the choice should be justified, and with a jeweler, the emphasis should be on emotions. Analyze your product according to this scheme and you will understand which approach in advertising will be effective - rational or emotional.

3. Choose social networks to place advertising creatives

Visit the sites where most of your potential customers are, assess how your competitors are doing, and study the behavior of your target audience. It can be Facebook, Instagram, Telegram, YouTube or others. Use free services that show social network statistics for any time period.

Keep in mind that each platform has its own rules and formats for advertisements. Familiarize yourself with them and choose the social networks that are more suitable for you and that will help convey your offer to consumers.

4. Make a list of product advantages

Write down the advantages of your product or service in theses. It's a good idea to add facts backed up by numbers and social proof, such as testimonials, to the list.

5. Come up with a slogan

The slogan should be concise, but comprehensive, memorable and fully reflect the essence of your idea. You can also create an exclusive offer related to your product as a motto. For example, for round-the-clock delivery of bouquets - "We will deliver a bouquet at any time".

6. Find an idea

If there is no basic idea for targeted advertising, use the experience of competitors or well-known brands. Create a story of your product: how to use it, what associations

it causes, what is the benefit. At the same time, always put yourself in the place of a potential customer and show how he will benefit from the purchase. When communicating with the buyer, be sure to speak to him in his language.

7. Write the text for advertising

Based on the advantages of your product, a unique sales offer or a discount, write a short, as informative text as possible. Be sure to follow the ad creative format requirements. Use different font sizes and strokes to make accents. It should be clear to a potential customer what is being advertised with a cursory glance at the ad.

8. Choose a visual

The design of creatives for advertising should be unique, interesting and as informative as possible. It should be clear to users what you are promoting and how they will benefit. Of course, you can overlay text over an image, but be careful – not all social networks are loyal to this kind of creative for the target. Facebook and Instagram, for example, reduce reach. Therefore, be sure to study the requirements for advertising before preparing text or images. If one picture is still not enough, then make a slide show or shoot a short video clip.

9. Upload creatives for the target to advertising cabinets

Before using a creative to advertise on Facebook, Instagram, Telegram, or YouTube, make sure your image is displayed correctly. When you upload the file, wait for the results of the moderator check.

Creating advertising creatives is a creative process, but not 100%. There is a clear algorithm that helps to prepare an ad that can touch the hearts and minds of the target audience and that complies with all the rules of social networks [102].

Errors when creating creatives that prevent them from attracting the attention of the target audience

Incorrectly configured targeted advertising leads to the loss of customers and a drain on the budget. A successful launch requires the creation of creatives (the target will then be effective, as the ad will be able to touch the target audience) and the correct

choice of goal - according to business tasks (leave data, register, download a file, go to the site, etc.).

In addition, any advertising creative must meet the needs of the target audience. Ads aimed at disinterested users that don't offer a solution to their problem will go unnoticed.

Creatives for Instagram, Facebook, YouTube and other social networks are created to attract attention, encourage consumers to click on the ad and familiarize themselves with the offer. If this doesn't happen, the ad doesn't work.

Tips for creating advertising creatives

There are many recommendations and rules for developing effective creatives. We suggest you familiarize yourself with the main ones.

Attention is drawn to those creatives that stand out from the rest. Before you start developing an ad, analyze your competitors' ads to choose a different vector and create original messages.

Do not regret corporate colors, styling and branding in favor of fashion trends or looking back at the actions of competitors. Certain colors may attract more attention or somehow stimulate a purchase, but this is not an axiom. There is no magic font or color that will convert. It is much more important to follow the style of the brand, the creative should be easily recognizable.

If you have the opportunity to create dynamic creative and the placement platform allows such a format, use video advertising and animated banners. They will be able to work better than static ads.

Don't forget the call to action (CTA). Use short phrases like: "learn more", "see on the website", etc. in all advertisements. But don't abuse it. Urgency like "buy while it's on sale" may work for e-commerce, but it won't work for high-end purchases or B2B where the consumer needs time to make a purchase decision.

Use the formula "one creative = one offer". Do not try to invite the consumer to an event and sell him a product at the same time in one ad. Focus on one product, one goal.

The audience should easily understand the creative. Originality is important, but the message and offer must be read quickly and not provoke ambiguity. Otherwise, you can simply waste the budget. The text should be concise, and if you are preparing a video, remember to be concise and be sure to reveal the essence.

Do not deceive or exaggerate. Loud promises can entice consumers, but ultimately the traffic that comes to you with such creatives will not benefit from conversions if the product and app are not relevant and can not solve the consumer's "problem".

Adapt. If you plan to use the same creative in different regions, make sure that it is relevant in each of them, as customs and habits, behavioral patterns and even regulations differ from country to country. Do not forget about a competent translation and indicate the prices in the local currency, if necessary.

The best way to talk about a product is to show it. Better yet, demonstrate its use and benefits. You can attract customer reviews, shoot short instructions and demonstrations, and if the product is used by a famous person, then involve her in creating advertising creative.

Maintain harmony. The text should match the image and video, the offer should match the needs of the audience, and the style and color scheme should match the company's brand book. It is important that all elements of the ad correspond to the idea of the campaign, correctly represent the brand and easily coordinate with each other.

Creatives for advertising are one of the most important conditions for an effective campaign and the main tool for attracting the attention of consumers. That is why the development of creatives should be based on the analysis of the audience, own product and competitors, and in the process of their creation it is important to follow the algorithms and recommendations that we indicated above. A clear understanding of what, to whom, where and when you wanted to offer is the key to the success of any promotion.

Advertising testing is the best way to see how effective a new ad can be, to avoid unnecessary costs. In order to achieve the best result, it is necessary to have a clear

understanding of what the main objective of the advertisement is: to increase brand awareness, to create a brand image or to increase sales.

Evaluation of the effectiveness of advertising communications is carried out according to various indicators, such as knowledge of broadcast advertising, image attributes, attractiveness, effective delivery of a key message, motivational potential, comprehensibility, brand relevance, evaluation of visibility in advertising channels, analysis of competitors' advertising, comparison of advertising activity with competitors, development of recommendations for optimization of advertising concepts, placement of advertising, quality of creative, selection of the most attractive advertising concept from those developed by a creative agency, testing of wording and/or variants of the slogan, identification of insights regarding each concept of the slogan, determination of the most effective advertising channels, clarification of the optimal mix advertising messages on various channels.

Why do advertising market research? The simple answer: to increase the chances that the company's communication strategy will achieve your business goals. For most businesses, this business objective will likely include increasing immediate sales as well as improving brand equity to ensure long-term sales. However, another important goal is to minimize business risk. Advertising is highly visible, expensive and has no definite results. When creating a communication strategy, businesses want to avoid running campaigns that unnecessarily risk the business's reputation, or run campaigns that wear out quickly if that wasn't the strategy. Advertising market research consists in maximizing opportunities and minimizing unnecessary risks [103]. Maximizing opportunities is maximizing your chances of achieving your business goals. Risk minimization is about removing or reducing the chance that mistakes will harm your business and its reputation.

Techniques of creation

To create a successful creative for advertising and "breathe life" into a PR idea, marketers use a whole arsenal of methods: from hyperbole to the method of focal objects. Let's consider each of these techniques in more detail.

HYPERBOLE

This technique seems to destroy ordinary ideas about things and creates unusual ones. Using hyperbole in creative advertising, experts exaggerate to the point of impossibility, making something huge, incredible. For example, in a toothpaste video advertisement, it is shown that after using it, the teeth glow brighter than a flashlight, and a person can light the way in a dark room. Of course, teeth cannot glow, but such an idea very vividly conveys the effect of cleanliness and freshness.

LILOTA

This is the opposite, when in advertising something is deliberately made smaller than it really is. Imagine an ad for hand cream, where a person's hands are depicted as very small against a huge tube of cream. Advertising message: "A little care for your hands." The small size of the hands in the image belittles their real size, emphasizing the large package of the cream. This conveys the idea that the cream is so effective that even a small amount is enough for good hand skin care.

COMPARISON

This technique is a "before and after" comparison. It shows how it was before and what has changed since using the product. We've all seen shampoo ads showing hair before use - it looks dull and limp. And then - after: hair is shiny, healthy and full of life. Such "before and after" demonstrates the effectiveness of the shampoo, making it attractive to buyers.

METONYMY

This is when a product is compared to something similar or related to show its effectiveness or uniqueness. For example, a slogan for Coca Cola could sound like this: "Drink Coca-Cola, drink a holiday!" - where the holiday is associated with the pleasure of drinking.

ASSOCIATIONS

It's about creating strong associations between a product and something positive or someone cool. For example, an advertisement for sports shoes, where world champions

in running choose sneakers of a particular brand. You begin to associate these shoes with victories and success, and you catch yourself thinking that you want to buy them.

METHOD OF FOCAL OBJECTS

This is focusing the consumer's attention on one key element. For example, an advertisement for a watch, where only a beautiful human hand and an expensive watch are in the frame. All the focus is on the elegance and style of the watch, without unnecessary details.

SYNETICS

This is a combination of new associations in an advertising image. For example, the commercial of Mitsubishi, in which the power of the car is demonstrated, creating parallels between its power and the power of a rhinoceros or four horses [104].

Algorithm for creating advertising creative

Define the target audience. These are the people who should be interested in your ad. Therefore, it is important for you to know how old they are, what gender they are, who they work for and how much they earn, what they are interested in, how they behave, etc.

Discover the benefits of the product. Conduct market analysis, study competitors. Find the best thing that makes your product or service different from others and explain how it can make the customer's life better. If you sell a coffee machine, show that it can make coffee much faster and tastier than other machines that cost no less.

Develop a creative idea. Ideally, it should be something simple and memorable. You can look at how others do it for inspiration (but don't plagiarize!).

Create advertising creative. Now the main thing remains - to make the advertisement itself. To make it interesting and effective, use good design, high-quality photos, impressive animations, modern music and cool slogans [105].

Key signs of creativity

Many people have long been able to make sure that a person is a living target for specialists in the field of marketing. Every day we are all under the press of information. As practice shows, the human brain perceives only a small part of this

stream. The advertising category described above represents the same dominant group. Her key task is to focus attention on herself. If people begin to respond to it en masse, it will be possible to achieve the initial task. Such dominant and non-standard ideas are presented in various formats, including in the form of external signs.

It is necessary to clearly distinguish creative proposals from standard ones. Key features of the former include the following:

Memorability (such advertising is remembered by a person instantly and is perceived one hundred percent).

Uniqueness (is the main difference from traditional advertising).

Uniqueness (impossibility of duplication in the future).

Non-standard author's thinking (when creating this type of product, authors try to avoid usual stereotypes and standard solutions).

Thanks to such features, creative signs were able to significantly stand out among alternative options. They properly influence buyers and allow you to achieve real success in marketing races.

Development of creative advertising

There are several rules that designers and authors must follow so that creative advertising for the store has the strongest effect on customers and forces them to come to the establishment and make purchases. It is about:

Analysis of the specifics of the market. To guarantee real efficiency, it is important to familiarize yourself with the features of the market as much as possible. Who primarily needs your products: teenagers or housewives? Men or women? Do you need to attract new customers or retain old ones? These are just some of the questions that must be answered before starting to create a creative design.

Targeting. Non-standard offers will be more effective if they are based on human needs.

Consumer thinking. Creative advertising designs must attract the eye to quickly communicate the main idea.

Using the possibilities of shades and contrasts. With the help of unusual color solutions, you can easily attract the eye, and "visual irony", contrasting ideas, has always acted as an effective advertising technique.

Avoidance of ambiguities. The informational message should differ in accuracy and clarity. Consumers usually do not look at an ad too long to understand its subtle essence [106].

Why is creativity in advertising a good thing?

Creative outdoor advertising continues to be extremely popular, as it is characterized by creativity, effectiveness, originality and, most importantly, affects the emotions of buyers and is easily remembered. You don't need too many resources to create a real marketing masterpiece. The most important point in this case is to study human psychology. Unfortunately, this factor is an insurmountable obstacle for most designers.

If you contact a reliable and proven company, you can count on receiving a high-quality and fairly non-standard advertising sign that will definitely attract customer attention and force consumers to use the services or purchase goods at the establishment.

It's easy to get people's attention with a radio ad or a huge banner in the middle of the street. And it is more difficult to do this using social network algorithms. Here, one of the most effective and common methods of advertising one's business is setting up targeting. And for this you cannot do without a creative approach. After all, customers have long been tired of ordinary advertising photos and template texts.

That is why many companies hire creatives who know how to approach the creation of an advertising campaign in social networks in a non-standard and creative way. Is it possible to develop advertising creative without having relevant experience? Yes! We have prepared 5 effective approaches to create non-standard, bold and really creative advertising. One that will evoke positive emotions in your potential customers and motivate them to get to know your product better.

Any development of a marketing strategy begins with an analysis of who is your potential buyer. After all, the advertising creative will be aimed at this audience. Importantly:

- adhere to the appropriate style of writing and visual design of advertising;
- study the main problems relevant to your potential customers (and be sure to provide ways to solve them with the help of your products or services).

Explore average age, gender, interest, social standing, occupation, or even geographic location. The more precisely you define your audience, the easier it is to create effective advertising.

Don't limit yourself to just one text or photo - come up with several different advertising options so that you can later analyze which one works best for your target audience.

Just give the ad time: launch the creative in the form of targeting and wait a few weeks. And only after that replace it with a new one. So you can find out what your potential customers are reacting to.

You can even run multiple ad options at once and customize them for different target audiences. But this is relevant only if your potential customers have a large number of age groups, interests, etc.

Advertisements are not read if they look formulaic and banal. In social networks, both the visual and the textual component are important. So focus on writing quality posts that will interest, shock or impress your target audience.

And be sure to avoid vague words or phrases that are difficult to understand. Such as "health care", "protection against bacteria and dirt", "modern technology". Such phrases do not stick with readers, do not distinguish your brand from competitors and do not bring any practical benefit.

When choosing illustrations for advertising on social networks, choose one that will stand out and catch the eye. Of course, it doesn't have to be something too colorful and colorful. But a photo in beige tones with minimal design is unlikely to interest users of social networks. They will simply run through it.

Depending on where you plan to run the advertising creative, its appearance and content can be significantly different. For example, on Facebook, the text comes first, and then the image. And on Instagram, everything is completely the opposite.

In this case, Facebook needs to be able to hook the target audience literally in the first sentence. As for Instagram, the quality and creativity of the illustration (on which you can also place a small text) comes to the fore. If it interests the readers, they will expand the main text part as well.

So, what do you need to consider in order for your advertising creative to be effective and capable of engaging social media users? A good advertisement consists of the following elements:

- clear, readable text that can attract interest from the first sentence;
- study of the target audience, its main needs, lifestyle, interests - the business must be able to speak the client's language;
- clear presentation of information – readers should not have a question about what is being advertised;
- adaptation of advertising creative for a specific social network.

Cool, truly creative advertising is an effective method of brand promotion. However, not everyone is capable of creating it. After all, in addition to the fact that you need to choose an idea, it is also important to develop a concept for its implementation, to make the target work for the target audience.

Study ready-made ideas, use references. Be inspired by the work of creative people to take a non-standard approach to company promotion and interest potential customers from the first seconds [107].

Conclusions: *how to create a successful creative for advertising?*

Marketing and promotion gurus know that cool creative advertising should evoke emotions: laughter, tears, warm memories or even shock - it all depends on the desired effect and message. For example, toy ads can evoke nostalgia in adults by evoking memories of a carefree childhood, while social media ads that highlight serious issues can shock and make people think [108].

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So, here's a short excuse for creating a cool advertising creative:

- Impress at first sight. The first impression is the key to success. Your creative should immediately attract the attention of the audience. Use unusual combinations of colors, non-standard compositions, original titles.

- Play on emotions. Emotional response is what drives action. Use a wide range of emotions in your ad: humor, surprise, nostalgia, joy or even outrage.

- Emphasize uniqueness. What makes your product different from others? Show it in creative. If this is the thinnest watch in the world, let us know how thin it is: compare it to a sheet of paper. The uniqueness should be obvious.

- Tell stories. People adore them. For example, when promoting a new smartphone, don't just show how good it is and what features it has. instead, try creating a short story about how he helps the main character, say, arrange the perfect date for his lover.

- Experiment. Videos, GIFs, audio clips, AR effects - all this can make your advertising creative special. For example, on the website of an online clothing store, you can create an interactive game where users can upload their photo and virtually try on things from the new collection.