

CREATIVITY GENERATORS AND OUTCOMES: PATHS TO ADVERTISING EFFECTIVENESS

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ABSTRACT

The purpose of this article is to critically review the existing literature on advertising creativity. It summarizes academic research on the matter from a practitioner's point of view, offering current perspectives on how consumers assess advertising creativity. More specifically, to determine what is known about the creative process in advertising, its determinants and the effects deriving from this process. First, an outline of what creativity means to advertising researchers and practitioners, sets the differences between creativity in art and commercial environment. Creativity in ads cannot be pure freedom of imagination. It devotes itself to the expression of attributes and features of the product. An explanation of the creative process is followed by the main factors inducing creativity. Effects on audience attention, attitude and emotion are reviewed in the last part of this article. Conclusions suggest a cautious use of creativity in well-studied strategies, as random creativity may be harmful to ad and brand awareness.

Keywords: Creativity, creative advertising, effectiveness.