

1 Creative Advertising; What is it and can it Create Positive 2 Brand Images and Purchasing Possibilities?

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7 **Abstract**

8 This paper studies the meaning of creative advertising and can it create positive brand images
9 and purchasing possibility. It discusses about how an advertisement qualifies as creative
10 according to past researches, the elements involved in the qualifications, how it works and if it
11 works. This paper also looked into the barriers of creative advertising which involves
12 consumers' persuasion knowledge and the limitation of advertisements. This paper studied
13 through various journal articles. Findings show that among the qualifications in past
14 researches, originality would be the main aspect in creativity although the other three
15 elements discussed; attractiveness, persuasion and strategy are equally important in an
16 advertisement. Past researches showed that advertisements have limits, whether creative or
17 not due to consumers' own chain of thoughts and knowledge. Although it is limited,
18 advertisers still have a higher chance to boost up their purchasing possibility by creating a
19 positive brand image through creative advertisements.

20

21 **Index terms**— creative advertising, purchasing power, originality, limitation.

22 **1 Introduction**

23 Advertising as we know is an important element in the marketing segment in business. According to Merriam
24 Webster online dictionary, the definition of advertising is "the action of calling something to the attention of the
25 public, especially by paid announcements".

26 Advertisements come in many different forms. They come in newspaper columns, billboards, television, online
27 social media, and mobile applications, events, campaigns and even during movies. Advertisement is a form of
28 announcing a product by a company to the public. Creativity is an added ingredient to advertising. Dominic
29 Twase said in his Milward Brown Point of View column that "Creativity can grab attention" (Twase, n.d.). Every
30 day, people are showered tons of advertisements wherever they walked or are at. It is very common to miss an
31 advertisement unless it is something special, something that could grab the attention of the people. 'Creativity
32 can allow an advertisement to get past the normal filtering process. Creativity makes people stop what they are
33 doing and pay attention, even when they know they are looking at an ad' (Twase, n.d.)

34 Reinartz and Saffert (2013) in their article 'Advertising: When It Works and When It Doesn't' cited Stephan
35 Vogel, Ogilvy & Mather Germany's chief creative officer: 'Nothing is more efficient than creative advertising.
36 Creative advertising is more memorable, longer lasting, works with less media spending and builds a fan
37 community? faster.' Creativity is the soul of advertising and branding. It is what brings a significant difference
38 between each other and grabbing the attention of consumers to bring about the awareness of a product by that
39 particular company.

40 But Reinartz and Saffert (2013) raised a question being is 'Are creative advertisements more effective in
41 inspiring people to buy products than advertisement that simply catalogue products attributes or benefits?' In
42 many researchs, creative messages only get attention and lead to positive attitudes about the products but it does
43 not prove that they have the power to influence purchase behavior. ??Reinarts & Saffet, 2013). The purpose of

5 B) ATTRACTIVENESS OF THE ADVERTISEMENT

44 this study is to find out meaning of creative advertising and can it create positive brand images and purchasing
45 possibility.

46 2 II.

47 3 What is Creativity?

48 Consumers are people who spends on items and offering each company has produced. Consumer comes in all
49 ages and therefore, each company/organization has its target markets and goals. All are different and therefore
50 all companies have different approaches to their creativity.

51 For example, Coca-Cola company advertisement targets younger people, especially those in their teens or
52 in universities because these people are the center consumers. Older people may not appreciate the drink and
53 therefore their advertisements, especially in their "Open Happiness Campaign" centers more towards universities.
54 The recent Coke Friendly Twist product was launched centering its market in universities to help bond freshmen
55 (Coca-Cola, 2014).

56 For insurance companies such as Prudential, they would center their sales on older people who are largely in
57 the working world; middle aged or the older aged group. Prudential came up with campaigns such A they need
58 to invest for an after retirement insurance ??Prudential, 2013).

59 So what is creativity? How does one address an advertisement as creative? Many past researches came up with
60 categories to define creativity. Indiana University Communication researchers, Robert Smith and his colleagues
61 adjusted the definition "the extent to which advertisement contains brand or executional elements that are
62 different, novel, unusual, original, unique, etc." Along with other researchers (Reinarts & Saffet, 2013; Stuhlfaut,
63 2006), there are four categories in which this literature review will center on which are originality, attraction,
64 strategy, and persuasiveness.

65 4 a) Originality as an important creativity characteristic

66 Originality is a characteristic respected by many. People won't buy what you are showing if it is some shared
67 idea or something that has been done before. People like to be amused, surprised and like to see new things.
68 In which leads us to this category of creativity. Originality is what concerns most when it comes to judging for
69 an advertisement award (Tony, 2008). Similarly to Koslow (2003) Originality comes with uniqueness, innovation
70 and newness ??Stuhlfaut, 2008). Advertising agencies regard creativity, especially originality, as the mission
71 of the entire advertising industry and believe that originality should not be constrained and must be rewarded
72 ??Koslow, Sasse, Riordan, 2003). Although originality is a highly important characteristics, advertisers take risks
73 in whenever creative campaign is involve that includes media choice and strategy.

74 In a journal article about Advertisers Risk Taking by four researchers Wang, Dou, Li and Zhou (2013)
75 mentioned that there are two contextual factors that molds distinct creativity which are the product being
76 advertised and the audience being targeted. Advertisements are known to be subjective about their messages.

77 Many advertisers struggle with appropriateness with originality being the primary facet. Some advertisement
78 may seem sensitive towards many issues such as religion, race, status quo and gender biasness.

79 5 b) Attractiveness of the advertisement

80 An advertisement's purpose is to grab the attention of the people. In order to attract attention, an advertisement
81 has to stand out among many advertisements. So how does one company attract attention? Many advertisers
82 seek ways to be creative to many ideas has been used and it is common to see some advertisements have the
83 same elements and style. People want to see more new things. They want something that people normally
84 don't see every day and that is the key to grab a person's attention. Stuhlfaut (2006) has conducted a survey
85 in his research paper about creative categories. Under the "attraction" response, participants describe creativity
86 'a visual uniqueness that invites the viewer and reader in, stirs thought or emotion, and engages the viewer or
87 reader in an out of the ordinary way' (Stuhlfaut, 2006).

88 Packaging and product design is also a form of advertising. To attract the attention of customers, the product
89 itself must be interesting enough to be announced to the world. It adds to the visual effects on consumers.
90 Quoting from Xiaoyan Deng (2009), 'Good design uniquely differentiate (e.g., iPod vs otherMP3 players) a
91 product. Companies mastering the art of design (Apple, Nike, and Target, just to name a few) have emerged as
92 leaders in their respective markets' (Deng, 2009).

93 During the Brazil World Cup 2014, Pepsi came up with a commercial advertisement, Unbelievable where they
94 placed fake grass that contains springy characteristics and enables players to bounce and do unbelievable moves.
95 It is the combination of Parkour, the sport of traversing environmental obstacles by running, climbing, or leaping
96 rapidly and efficiently (Merriam-Webster, 2014) and football. It creates a positive feeling towards the Brazil
97 World Cup frenzy and also amazes those who play both sports. Although it amazes and grabs the attention,
98 would it promise purchasing power during the World Cup? It may trigger purchasing ability due to the season
99 when people watch at home or especially people who are in the stadium.

100 There are some researchers who believe creative advertisements may attract younger children. Robert and
101 Catherine Angell (2013) did a case study using a method 'Draw, Write and Tell' with younger children to find out

102 their response to advertisements. Their conclusion is that visual elements are important to children. Children
103 are an important segment and marketers should explore children's thought and opinions and suggest using their
104 method, 'Draw, Write and Tell' in their advertising context.

105 **6 c) Strategies used in creative advertisements**

106 Without advertising, companies may lose opportunities to communicate with their customers and their sales
107 eventually will drop (Moon, 2010). Marketers constantly strategize to advertise their products and need proper
108 guidelines to make efficient advertising decisions. Advertising decisions are made based on products, media type
109 used, where to advertise and different period of time. It is similar or is based on the "4P" marketing mix elements
110 which are price, place, outstand in order to make it work. All are essential to attract consumers.

111 Many companies have thought hard to advertise and gain awareness of the consumers that their product is
112 essential to them. This is relatively subjective as consumers are different from each other and therefore, have
113 different needs. It depends on the target market of the company. An example of a company that strategized
114 to make consumers aware of their product significantly would be Prudential. There was a retirement campaign
115 that they underwent in order to prove and to create awareness of retirement plans. They set up two challenges,
116 "Stickers" and "Ribbons" in a family park where its target market, family, would be on a day off.

117 In the "Sticker" challenge, they created the awareness of the expectancy of old age, how long can you live in
118 retirement and many discovered that people do live a long way after retirement age. In the "Ribbon" challenge,
119 Prudential challenges the people on how much money they think they would need in their retirement age. A lot
120 of people thought wrong. This is where Prudential manages to create the awareness it needs people to be aware
121 of. It definitely creates a positive feeling for users who watched videos about it. The advertisement, instead of
122 promoting how good the product is, its promotional strategy was to make consumer think of their future and
123 look into their needs ??Prudential, 2013).

124 A content analysis of Coca-Cola Advertisement on Six Countries done by Nick Bryant (2011) resulted that
125 Coca-Cola advertisements caters to specific cultural values, displayed a common theme of festivity and happiness,
126 something people of all cultures understand (Bryant, 2011). The Coca-Cola Company has been severely creative
127 about how they advertise to pull in consumers, especially the breakthrough of sales in Australia where Coca-Cola
128 noticed that their sales in that country weren't going very well. It was after the 'Share a Coke' campaign that
129 broke the ice and sales shot up tremendously (Coca-Cola, 2013) Similar to Bryant (2011), Sara Edith Svendsen
130 (2013) did an analysis on Coca-Cola's latest campaign, 'Open Happiness'. Her study seeks to find out if Coca-Cola
131 Company lives out their company's mission statement, values and vision has been implemented in the new found
132 guerilla marketing strategy used by the company. 'The result indicates that The Coca-Cola Company, through
133 their "Open Happiness" campaign, have truly lived out who they claimed to be as a company by implementing
134 themes, ideas and portrayals that clearly mirror what is stated in their mission statement, company vision and
135 values' (Svendsen, 2013).

136 **7 d) Persuasiveness in a creative advertisement**

137 An advertisement without persuasive power is no advertisement. An advertisement's purpose is to persuade
138 consumers and make them believe that they need and must purchase that product that is offered by many
139 companies and manufacturers. Many different companies have different target market. Therefore, each
140 advertisement are different in persuading.

141 As mentioned under "attraction" subtopic, children are significant targets in advertising. Milo advertisements
142 involve children actor and actresses to pull in their target market, which are children. Milo showed how drinking
143 their product would earn extra strength to play more after school and that parents would love to buy them the
144 drink because it is healthy and gives strength to little children. Dannielle Bargh, Anna R. McAlister and T. Bettina
145 Cornwell (2013) wrote a research paper on "Paths to Persuasion when Advertising to Children. In their findings,
146 children appear to feel favorably about an advertisement when they are highly involved and weak arguments are
147 present ??Bargh, McAlister & Cornwell, 2013).

148 Although it is known to be bad for health, advertisers will always find a way to make products look good in
149 order to persuade customers to purchase. Take Dunhill, the cigarette advertisement in 2013. Advertisers want
150 to advertise their latest Dunhill Mild which they claimed to have finer taste. Instead of showing the cigarette on
151 the screen which has negative impact, it showed elements such as fire, fine taste and popularity to lure consumers
152 in because of the popularity concept. Advertisements and promotions may influence never smokers to experience
153 and perhaps even persuade experimenters to become establish smokers, especially young adolescence (Gilpin,
154 White & Messer, 2007).

155 'Advertising is the foremost communication tool used by marketers to persuade customers to buy or try the
156 products and services (Kishari & Jain, 2014). Alexandra Aguirre-Rodriguez (2013) from Florida International
157 University, Miami wrote in her paper 'The Effects of Consumer Persuasion Knowledge' that scarcity appeals is
158 a persuasive pattern used by marketers. Some companies offer or advertise limited edition products to draw the
159 people in to purchase. This strategy stretches from limited product offered to products that are only available
160 for a limited amount of time. Advertisers often tout consumers that product will only be available for a limited
161 time and it may cause popular demand.

162 Depending on the target market, only certain industries can pull off scarcity appeals. An example of scarcity
163 appeals would be McDonalds in Malaysia. During the banana season, McDonalds have come out with a range
164 of banana series of food which included the Banana Pie and Banana Ice Cream. McDonalds spread desserts but
165 also the main course. Over time, McDonalds has come up with many range of different burger flavors that will
166 only stay for a limited period of time. Some succeeded in making to the official menu due to large demand but
167 some products would not. In a higher class of purchase power, branded items such as Prada and Polo may have
168 limited collector's editions.

169 8 III.

170 9 Barriers of Creative Advertising

171 Many advertisers can maximize their profit, brand name and any aspect of business if their advertisements are
172 creative enough to draw people in. In the past, simple advertisements are enough to convince people to buy
173 products and not know the strategy behind it. Now in the 21st century, people have access of knowledge through
174 the internet, courses and graduates of business classes. Advertisements don't work as they should now due to
175 many reasons and they are the barriers in advertising. There are now more barriers in advertising and advertisers
176 seek to know the barriers. Some researchers such as Aguirre-Rodriguez (2013) wrote papers regarding barriers
177 of advertisements.

178 Common reasons that advertisements don't work is because of consumers' awareness of the persuasion and
179 strategy methods used in advertisements. Consumers are harder to please these days because they got used to
180 the advertisement methods and they are predictable. This is why advertisements must be creative enough to be
181 different to make a difference. Another reason is that advertisements have limited effects on consumers.

182 10 a) Consumer awareness/consumer persuasion knowledge

183 Advertisements are marketers' way of persuading consumers to purchase more products. At times, advertisements
184 are claimed to manipulate consumers' thought processes and influence consumer behaviors (Aguirre-Rodriguez,
185 2013). Not all tactics or creative advertisements would work on consumers. Customers now are aware and
186 skeptical about the products that are being advertised. Consumers now are able to identify exaggeration points
187 and that affects the emotion and flow of the advertisement. The phenomenon is called consumer persuasion
188 knowledge. They lose effectiveness once the advertisement triggers consumers' suspicion of the advertiser's
189 motives, awareness of persuasion tactic increases and persuasiveness decreases.

190 Consumers are now no longer ignorant although not all advertisement would fail to capture consumers'
191 attention. The knowledge allows consumers to undergo filtration process. Therefore, advertisers now must
192 be more creative and design their messages to Kurt A. Carlson (2014) attempts to identify number of positive
193 claims should a firm used to produce the most positive impression. The conclusion of their extensive experiments
194 of conducting surveys was three claims as maximum that should be done in order for an advertisement to fall to
195 the good graces of consumers and no more or else, it would trigger suspicion of consumers.

196 Although this is a barrier to advertising, advertisement is a source of information about the product and to
197 persuade customers into purchasing the products. No matter how much of skeptical impression some may have on
198 an advertisement, consumers would continue to purchase their needs. As mentioned before, there are some ways
199 to persuade and pull in consumers. Prudential made the public aware by making them experience it themselves
200 in campaigns and so did Coca-Cola.

201 11 b) Limited effects of advertisements

202 Advertisers believe that consumers that are exposed to advertisements changes their human cognition, emotion
203 and behavior. Nyilasy & Reid (2009) in their research paper on "Agency Practitioners Theories of How Advertising
204 Works" interviewed people who view the effects of advertising. In their discussion, the effect of advertising was
205 said 'not seen as limitless'. Participants' view was that the power of advertising is especially moderated and
206 determine by the consumers (Nyilasy & Reid, 2009).

207 Advertisements, no matter how creative, will have its limit as the purchase power is in the hands of consumers
208 who make the decisions. 'Creativity is subjective. The interpretation of the advertisements varies from individual
209 to individual' (Nyilasy & Reid, 2009). However, advertisers still believed in powerful advertisements would
210 increase the probability of purchase power if they develop a positive attitude of the brand ??

211 12 Discussion

212 There are many ways to decide and judge if an advertisement is creative or not. In this paper, it has been found
213 that a creative advertisement weighs highly on originality and attractiveness. Originality has a sense of newness
214 and fresh ideas which people would stop and look because they have never seen such thing before. It creates a
215 positive feeling about the brand. Attractiveness plays a huge role as well. If an advertisement is original but does
216 not have any artistic value of attraction, not much of persuasion and strategy can be found in that advertisement.

217 Strategies are played by all advertisers in order to persuade consumers. As discussed in the subtopics,
218 advertisements need to stand out in order to convince consumers. Based on the advertisement videos that

219 were viewed during this study, one of the most impactful strategies are guerilla strategies. Events and campaigns
220 designed by Coca-Cola and Prudential are very well thought. All elements play a part in an advertisement to
221 make it work. Some studies in this paper showed that if an advertisement puts in effort, it would pay off.

222 Skeptics are always around to because consumers in the 21st century are far more armed and knowledgeable
223 than their forefathers. As mentioned, companies have to find ways to persuade consumers and take away skeptical
224 impressions by creating awareness, letting the public see for themselves about the product just like Prudential
225 and Coca-Cola. Emotions, visual and feelings play a huge role in convincing consumers.

226 Although advertisements have limited effects on consumers due to filtration and consumers' own interpre-
227 tations, powerful advertisements are still effective in increasing the probability of purchasing power as done in
228 studies by researchers (Clow, Berry, Kranenberg & James, 2005; Modig, Dahlen & Colliander, 2014). As long as
229 the advertisement creates a positive feeling and struck the emotional cord (Clow, Berry, Kranenberg & James,
230 2005), it would demonstrate creativity and perhaps increase purchasing power. In a way, advertisements must
231 be able to be creative enough, different enough and attractive enough to gain the attention of consumers.

232 Further and deeper research or study can be done in form of survey to expand more on the knowledge of
233 creative advertising, its barriers and effects on consumers and consumers' thoughts about creative advertisements.
234 It would be a more extensive study to properly study and analyze the components of creative advertising. Perhaps
235 cultural habits may play a V.

236 **13 Conclusion**

237 Creative advertisements are judge based on some criteria but the similarity among all the research papers are
238 originality and the potential to attract consumers into paying the advertisement an attention. However, not all
239 advertisement which falls under the creative advertisement criteria would be successful.

240 This study reveals that advertisements have a limit. Factors due to it are the consumers' awareness of
241 persuasion on advertisements and consumers' filtration process that limits the ability of an advertisement. Some
242 creative advertisements are so unique that it draws the attention of the public but some may fall short in
243 convincing consumers to purchase the product.

244 It is true that advertisers cannot make consumers purchase things but they could increase the possibilities of
245 purchasing power through creating an advertisement interesting enough to pull their attention and give a sense of
246 positive impression on the brand. These interesting advertisements must be creative enough to attract consumers
247 and elements to decide if an advertisement is creative or not would be related to the four discussed elements
248 which are originality, attractiveness, persuasion and strategy.

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13 CONCLUSION

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