

Creativity in advertisement essay sample

[Media](#), [Advertising](#)



Abstract

Advertising is a communication whose purpose is to inform potential customers various products and services and how to obtain and use them. Nowadays, Advertising plays an important role in people's daily life. An advertisement is also a product and like every other product in the world, it has its pros and cons. Most advertisements are designed to connect a product or a service to a particular set of feelings like belonging, love, status, respect, or power. This approach is most common because exposure to an individual ad is so brief. A TV commercial may take up fifteen to thirty seconds of your attention, and a print ad may be seen for only one to three seconds as you flip by it in a magazine or newspaper. There is no doubt that persuasive techniques in advertising are effective. They can raise your level of awareness about a product or issue—or change your attitude altogether. They can even affect your behavior itself, by convincing you to take action or to buy a product. Advertising is everywhere in our society.

Since there are so many ads competing for our attention, advertisers know they have to make a strong impression quickly. Creators of ads focus on using simple, easily understood images and slogans to create a dominant impression. Advertising brings many benefits to human's life. Advertisement is a way of raising awareness about a particular product. It is hardly for customers to purchase a new product without known anything about it, so the advertisement increases the potential customers' knowledge of the goods. Similarly, people have a chance to compare and contrast the prices and qualities of same types of products through advertising to get a much reasonable price and better quality. Last but not least, advertising makes

shopping simpler and more time-efficient. It helps eliminate unnecessary risk-taking and facilitates easier decision-making at the point of purchase.

Introduction

The origin of creative advertising does not lie in the modern industrial age, but it has its roots in the remote past. Thousands of years ago most people were engaged in hunting, farming, or handicraft related activities. They used to barter products among themselves. Distribution was limited to how far the vendor could walk and distribute, advertising was limited to how loud they could shout. Perhaps the earliest form of advertising was simply the trader shouting out the fact that he existed and naming what he had to sell in the local market place. As an instrument of marketing, creative advertising was an effective through multiple sales people reaching many people at one time. Then it had used the media as a tool.

The American marketing association defines creative advertising as “ any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor”. Advertising doesn’t change the physical properties of the product but then also it is the most compulsory expense for creating demand for the product. Advertising plays an important role in today’s competitive business world. It provides benefits to Manufacturers, Retailers, Customers, Salesman and Society as well. Advertising is used to introduce a new product in the market. It helps to compete with establish brands and, thereby, ensures the survival and success of new product. Advertising creates demand for the product. Advertising spread information about the product or services and makes consumers aware about it through

various mass media which makes positive effect on the mind of the people and create demand for the product.

Objectives

- * The objective of this research is to analyze that how many people are aware about advertisement creative sector. If they are aware about this sector then why they should prefer the particular brands like PHOTOGRAPHY, PROMOTIONS, EDITING, FLIERS etc.
- * We have tried to study what are the factors which still attract the consumers to this sector that is the most closable sector despite of the huge investment in and the grand ambience and multiple options provided by the organized industries.
- * And also to study the status of types of marketing affluence factors.

Definition of key terms

Advertising: This is any paid form of non-personal presentation of idea, goods or services by an identified sponsor. Advertising Agencies: These are usually independent business organizations comprised of creative and business personnel, who develop, prepare and place adverts for organizations so as to attract and influence consumers' behavior towards a product or service. Consumer: This is the person(s) to which the advertisement and products/services are directed. Here they are also known as buyers of a company's product. Outdoor Media: These cover the use of billboards, sign posts, posters, handbills, etc. in communicating the advertising message to the consumers. Electronic Media: These include

radio, television, the internet, etc and can be either local or international.

Market: This is usually the strategic location or place where the company's consumer/buyers are situated or where they go to buy the products/services of their choice. The market place offers different products/services to different consumers.

Advertising Producer: This is the organization or firm that provides a product or that delivers services for consumer consumption. **Sales Volume:** This is used to measure the amount, usually in cartons/crates, etc, of the product being sold at a given point in time. This is commonly used as well with products but it could be as used within a service company. **Transit**

Advertisement: A relatively minor volume of the advertisement placed in or on public buses, taxis, cars and other commercial vehicles. **Product:** This can represent anything a consumer acquires or might acquire to meet a perceived need. The need not necessarily need to be satisfactory. Some product might not satisfy their needs. **Sales:** This is a process of selling something such as a product, ideas or services. It also covers the number of goods or services sold at a given point in time.