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Creativity in Advertising and Promotion

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This chapter aims to make sense of creativity within the context of marketing management and marketing communications. Moreover, it specifically addresses the topics of advertising and promotion. In the first instance, it takes creativity to mean the 'big idea' in marketing management, then it tackles creativity in the production and translation of images and other creative materials used in advertising. These two interpretations of creativity make up what is referred to as the 'the creative platform' in advertising and promotion, oftentimes known as 'the creative', or simply as 'the creative treatment', especially amongst agents and practitioners designing, developing and producing creative marketing materials.

Why does creativity in advertising matter?

Advertising matters because, according to a recent report by Deloitte (2013), it Advertising matters because, just look at advertising expenditure in the UK. According to a recent report by UK Advertising Association and (2023), UK Ad Market reached £31.9bn in 2021, supporting creative industries and associated employment.. For example, there are the TV and cinema screens as well as the pages of newspapers and magazines, and the space on billboards and in social media. Alongside which there is also the presence in web searches. Within the digital economy, advertising funds the majority of content and services, supporting online consumer research and boosting e-commerce. However, the impact, arguably, stretches across the economy, because it also enables markets to be more efficient. For instance, advertising is at the core of the cycle of competition, innovation and businesses. An increase in advertising spend elevates competition,