

The Creative Concept and its role in Advertising Design

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Abstract:

Creativity is the soul of advertising, It is what gives life to messages about products and services that may otherwise be boring or insignificant in the hearts and minds of target customers. Advertisements are created with the purpose of getting people's attention. The effectiveness of an ad campaign relies on the insight and creativity of the advertisers, where Creativity make a relative connection between a brand and its target audience, and best designs start with a great Creative Concept, The advertising concept is basically the framework in which the campaign has to be situated. Important points to consider are consumer benefits, the reason why and the tonality of teasing words in campaign slogans. The more an ad includes criteria like catching of interest, relevance, credibility, continuity the more it will be successful. The target group plays an important role as well in creating successful Concept. This paper attempts to study the Creative Concept in Advertising Design and why is it important to apply in each Advertising Campaign to guarantee success. It also explores the various definitions to Advertising Concept and the steps and Approches to create a strong Concept. Major results include; the creative concept leads design, a Strong creative concept is the road map for the whole design process, it is developed by the creative team and forms the core foundation or theme for an advertising campaign as after deciding upon the concept, the designer is ready to decide how he will put this concept to use and develop his strategies, the Creative Concept is the overall message of the Advertising campaign as a whole, it connects each of the ads of a campaign together through a single, common message.

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- *Thermal manikin*,
- Creative concept –
- Brain storming -
- Concepting process
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Introduction:

Creativity is the soul of advertising, It is what gives life to messages about products and services that may otherwise be boring or insignificant in the hearts and minds of target customers. Creative advertisements make a relative connection between a brand and its target audience, and best designs start with a great **Creative Concept**, It's how you'll solve the design problem of communicating your client's message. (Kokemuller, 2012).

Behind every good advertisement is a Big Idea that makes the message distinctive, attention-getting and memorable. (Business Dictionary) it is very well known that Strong advertisement is the fastest way to convey a message to the audience, and In the advertising market no amount of glossy presentation will improve a bad idea. That is why most companies nowadays work very hard to make their advertisement campaign very unique, striking and successful. (Barry, 2012, p. 55)

As the advertising design industry is considered an idea business because creative ideas are the currency of the 21st century and the market is Ad rich and idea poor, There must be innovation and creativity involved in any successful creative advertisement campaign, this could be done successfully When applying a strong Creative Concept where The creative teams mission is to find an unexpected but creative Big idea that grabs the audiences mind where the concept is the common thread that is woven into every advertisement found within the advertising campaign. (w.white, 2011).

While the visuals and copy may vary in each ad to hold the viewers' interest, the concept -the underlying message you are trying to communicate- needs to remain constant throughout the entire campaign. The concepts job is to connect each of the ads of the campaign together through a single, common message. (Felton, 2013, p. 8).

The problem of this study may be formulated as follows:

- What is a Creative advertising concept?
- What's the difference between an idea and a concept in advertising Design?
- What are the stages to develop a creative visual concept?
- What are the approaches needed to develop a creative concept?
- How to make sure your concept is on the right track?

Assumption:

- The use of a strong creative concept in advertising design enriches and affects the whole campaign and attracts the target audience attention better than traditional advertising, it also creates a distinctive value and competitive position for the advertised brand among its competitors in the market.

Creative Concept Definition:

- An advertising concept is defined as a briefly stated or clear idea around which an ad or campaign can be created. (dutcher, 2013)
- It is the Big idea behind a design. It's how you plan on solving the design problem, It's the underlying logic thinking, and reasoning for how you'll design an advertisement, Your concept will lead to your choices in color and type. It'll choose your aesthetic and determine your grid. Every design decision you make will fall back on your concept for direction. (Bradley, 2010).
- It is the framework for all your design decisions, It is the story behind the messages presented in an advertisement or series of advertisements where it ties together the characters and design elements of the ad to help convey a memorable and effective message that will create the desired behavioral response from the target market. (Wells, John Burnett, & Sandra Moriarty, 2005, p. 391).
- It is a story told with two major components first is the content (what is told) second is the Form (how is it told). (Dunne, 2015)
- It is the big idea that should be original and dramatizes the selling point. Humor, drama and action are often elements of a creative concept, depending on what the company is attempting to communicate. (wikieducator, 2008)
- It is the development of the big idea, it is the bridge between strategy and tactics, taking you from gathering facts to creating words and pictures (Altsteil & Jean Grow, 2006, p. 77).

What's the difference between an "Idea" and a "Concept" in advertising Design ?

Idea : is an instant thought on a particular design problem to solve it, idea is an independent thought.

Concept : is an idea which comes out with thorough planning to get the desired result, the concept is something more developed, it incorporates a number of ideas into a strong proposal. Every concept starts with an idea, but fully fleshed out, a great concept becomes complex, subtle and worthy of repeat visits. It captures a lot of complementary ideas and sentiments in one short, powerful line. (Landa, 2010)

Steps to create the creative advertising concept

Design concepts could be thought of in two ways.

Verbal – the verbal parts of the concept might be words you use to describe the advertised product or service, Verbal concepts tend toward the abstract. They're focused on the message your design is to communicate.

Visual – the visual parts of the concept might be a specific image or color scheme. It might be an idea to use circles prominently. Visual concepts tend to be a little more concrete. They should come from the verbal part of your concept. Visual concepts are focused more on the how of conveying your message. (Bradley, 2010)

The Concepting Process

Before Developing a design concept there are two main start points :

Defining the problem – You can't solve a problem without knowing what that problem is. Before developing a concept for an advertisement you need to talk to your client and ask questions about the client's brand, their customers, their general market, and their goals for the site.

Research – Your client won't be able to tell you everything you want to know. You'll have to do your own research into their industry looking at competing brands and trying to understand more about their market. (Altsteil & Jean Grow, 2006)

Creative Concept development in Advertising (Schuster, 2007)

Advertising concepts can be approached in very different ways, as the advertising concept is the framework many strategies to catch attention/interest can be applied through the following ways.

- Emotion related subjects

A subject, which means also a brand name, can be remembered more easily if the mind finds itself in

an emotional excited state. This kind of an emotional excitement can derive from love, fear, disgust or anger, humor. This has been confirmed by experiments in the field of educational psychology.

- **Repeating of an ad**

It is in the human nature to remember a message consciously after seeing it in average seven times. That's why some brands focus on a repeated showing of the ad.

- **Celebrity presents product**

Having a celebrity promoting a product can have the effect that people think this product is mainly used in a higher class society and therefore increases the attractiveness of achieving it.

- **Expert knowledge**

Testimonials of product users or/and experts. For instance, "three out of four dentists recommend..." Showing science is convincing as well. This is usually shown throughout microscopicall photos, white coats or charts.

- **Artificial lack**

Through the strategy of pretending artificial lack advertising seeks to make people buy quickly without giving them time to think about. An example is Futurshop is selling the professional Graphic Tablet. The tablet can only be purchased online and the "sale ends" usually in a quite limited timeframe and "quantity remaining" is low.

- **Conjunction with desirable situations**

Associations. The product is visually or in terms of sound shown in conjunction with desirable situations. These situations can i.e. be created through attractive models or picturesque landscapes. This makes the product more desirable as well.

- **Shocking**

Shocking advertising with negative associated subjects is used as well. A well-known example is the Benetton campaigns by Oliviero Toscani, showing blood-soaked clothes of a soldier. A softer form of shocking could be the communication of surprising information, like statistical facts.

- **Other general Concepting Approaches**

Developing creative ideas is not a neat ,orderly process but it is some general approaches that should be put into consideration to reach the desired target which are as follows:

- show the product: which means to simply show the product to create a visual identity ,some benefit may be buried in the copy,Implied in a tagline.

- show the benefit : what happens when you use the product?what good does it do for you?
- show the alternative : what happens when you don't use the product?
- comparison: to other products or as a metaphor but there should be a direct connection between the visual used and the advertised product .
- borrowed interest : through introducing something seemingly un related to the product advertised but eye catching in a way.
- testimonial : an endorsement or a description of what its done for someone else.it could be a celebrity or an ordinary person.but ti be effective,they must have credibility (Altstiel & Jean Grow, 2010, p. 91:94), (E.Rayan & Theodore E.Conver, 2004)

Creating a Concept process (Concepting process)

The Concepting Process is where the idea generation starts with the first step and the most important step which is : Brain storming
Brainstorming is a group or individual creativity technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its member(s). The term was popularized by Alex Osborn in the 1953 Osborn claimed that brainstorming was more effective than individuals working alone in generating ideas,Today, the term is used as a catch all for all group ideation sessions.

two principles contribute to "ideative efficacy," these being :

- Defer judgment
- Reach for quantity

Following these two principles there are four general rules for brainstorming.

- Focus on quantity: This rule is a means of enhancing divergent production, aiming to facilitate problem solving through the maxim quantity breeds quality. The assumption is that the greater the number of ideas generated, the greater the chance of producing a radical and effective solution.
- Withhold criticism: In brainstorming, criticism of ideas generated should be put 'on hold'. Instead, participants should focus on extending or adding to ideas, reserving criticism for a later 'critical stage' of the process. By suspending judgment, participants will feel free to generate unusual ideas.
- Welcome unusual ideas: To get a good and long list of ideas, unusual ideas are welcomed. They can be generated by looking from new perspectives and suspending assumptions.

These new ways of thinking may provide better solutions.

- Combine and improve ideas: Good ideas may be combined to form a single better good idea, as suggested by the slogan "1+1=3". It is believed to stimulate the building of ideas by a process of association. (Elmansy)

Brain storming process

The leader introduces the design problem. The problem is expressed as a question and is explained in a way that all group members understand the problem.

No criticism is allowed during brainstorming. (Evaluation of ideas after the brainstorming) Quantity is important. The more ideas the better. (Don't worry about speaking out only "good" ideas.)

Wildness is good. Crazy ideas are welcome. (Many times the craziest ideas turn out to be the best ones)

Combining other ideas and taking another person's ideas a step further or using them for yet another idea is good.

A brainstorming session lasts between 30 minutes and 1 hour. After the meeting, the list of ideas is copied and distribute to all group members. A good way to copy a whiteboard or flip chart is to take a picture with a digital camera.

Evaluation of Ideas takes place in a later meeting by voting for the best ones which will then serve as part of the abstract concept for the design and lead to more ideas. (Sachs, 2013)

Concept testing

In advertising design, the creative concept should be thought of as the common thread that is woven into every advertisement found within the advertising campaign. While we may vary the visuals and copy in each ad to hold the viewers' interest, the concept (the underlying message you are trying to communicate) needs to remain constant throughout the entire campaign. The concept connects each of the ads together through a single, common message. Keep asking yourself "what's the big idea, Are your headlines, visuals and copy supporting this big idea? Is the sum greater than the separate parts? Each of the separate elements must work together as a team to support the concept. (Kokemuller, 2012)

Analytical study:

The analytical study includes two parts : Part (1) presents number of chosen Advertising Design samples applying strong Creative Concept ,in attempt to demonstrate the Creative

Advertising concept and its strong impact on the design and target audience

Part (2) a suggested group of Advertisements ideaS of the Higher Institute of Applied Arts and its four Departments built upon the use of the Creative Concept.

Part (1)



Figure (1)

FedEx:USA-Brazil

This advertisement is presenting one of three advertisements in the same campaign that has one message to deliver which is that FedEx has the quickest way to pass on and deliver packages all around the world .The creative concept was designed to make the ad very eye-catching with the high contrast in color used between the back ground and the map ,the concept showed how close distances could be with their parcel delivery service .



Figure (2)

Sun silk colorant Koleston Naturals

The creative concept of this advertisement depended on incorporating the sun into the awesome outdoor designs, The design features a woman's hair die-cut in the billboard to capture the variations of Koleston naturals' colors through the different phases of the day and night. The effect the sun has on this design is just brilliant, with the model's hair colour changing from blonde to black in just a few hours.



Figure (3)

Volkswagen Amarok

Through a series of advertisements in this campaign, with a slogan that says : (Turn on your adventure) To advertise the fact that you can get more than 620 miles out of single tank of fuel with Volkswagen Amarok new car, the creative concept features three images with the grooves of the car keys transformed into a city ,safari and a mountain landscape.



Figure (4)

Choking His Future (anti-smoking campaign)

The creative concept here reflects the negative side effects of smoking on children. showing the cigarette smoke choking a small child and his future as well.



Figure (5)

Panasonic tv

The creative concept in this advertisement for Panasonic TV is very eye catching ,its very clever and also funny. The creative concept showed off the technology to its fullest potential, it reflected the 3D quality that Panasonic TV's possess, giving

you the illusion of the reality through the dinosaur and the lady wearing the 3D glasses asking him to get back to his place inside the screen .



Figure (6)

Staedtler: Architecture

The creative advertising concept here reflects what pencils can do and how it can be the start of great architecture ideas. The idea visualizes a number of famous buildings sculpted from pencil tips. The creative campaign.



Figure (7)

Egypt economic development conference 2015

The creative concept in this examples was built up on the ANCH key or as Egyptians Believe from their old history that it is the key of life, the concepts main big idea was placing this strong visual icon into many fields that need development and economic funding.

Analytical Study Part (2)

a suggested group of Advertisements ideas of the Higher Institute of Applied Arts and its four Departments built upon the use of the Creative Concept.



Figure (8) a

Figure (8) b



Figure (8) c

Figure (8) d

In Figure (8) A,B,C,D The researcher tried to apply the creative concept through choosing the main Key Visual which is the Light Bulb which symbolizes new and Creative ideas which are created through the students and graduates of The Higher Institute of APPLIED ARTS ,and placed in the optical center a simple icon that represents each department .

The human eye for the Graphics and Advertising Dept.

The Gear for the Industrial Design Dept.

The Jacket for the Fashion Design Dept.

The Wardrobe for the Interior Design Dept.

Results

- 1- The Creative Concept leads design,a Strong creative concept is the road map for the whole design process, it is developed by the creative team and forms the core foundation or theme for an advertising campaign as after deciding upon the concept, the designer is ready to decide how he will put this concept to use and develop his strategies.
- 2- The Creative Concept is the overall message of the Advertising campaign as a whole, it

- connects each of the ads of a campaign together through a single, common message.
- 3- The Creative Concept is (the underlying message you are trying to communicate) ,it needs to remain constant throughout the entire campaign.
- 4- Concepts are developed verbally and visually. The former helps determine the message you'll convey and the latter helps determine how you'll convey that message. Both are important roadmaps for your design decisions.

Conclusion

In view of this discussion ,the creative advertising concept plays a great role in each advertising campaign, as the creative concept can deliver the marketing message or promote a product in the speed of light. The impact it leaves on the consumers not only can pursue them to buy the product, but also adds emotional value to the products they buy. Good design should not only be solving problem and communicating a message it should also be appealing to the eye. The creative concept is considered to be the theme of a campaign that will carry through all executions and serve as the foundation of the message you want to get across to target customers. Concept drives a design and combine the various parts into a unique and successful whole.

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