The Role of Creative Thinking in Advertising Design

Dr. Huda Othman
Lecturer, Faculty of Arts & Design, Modern Sciences and Arts University "MSA"

Abstract:
Advertising industry is growing as a result of economic development; it has dynamic changes, and these changes good in terms of technology advancement, medium and more methods to attract consumers, while consumers are becoming savvier about the products and services. The qualitative differentiation of products has become minimal, so that companies look after alternative methods to highlight their offer and to attract the attention of consumers. One of the solutions is the creative communication strategies to achieve differentiation through promotion. Creativity is to create something new, unique, extremely attractive and appealing to the consumers. Creativity in advertising is usually linked to originality, flexibility, elaboration, synthesis, and artistic value. The role of creativity in the advertising industry is to pursue the sellout of products or services as well as empowering brand awareness, thus being considered a targeted applied creativity. A creative advertising can put the brands on the right course. Great advertising builds the brands and some advertising sells brands. Creativity makes advertisement popular among the consumers and motivates them to purchase specific products or services. Creative advertising allows companies to communicate a message to a large group of consumers faster than any traditional forms of communication, creative advertising will make a sense of urgency for the consumer, honest awareness and accurate that there are products, places, styles or sensibilities that cry out for attention or action.

The objectives of this paper are to find out the role of creativity in advertising design, also to improve the understanding of how advertisers can create distinctive effects through creative dimensions especially in today’s media landscape. The major results are: nothing is more efficient to motivate consumers to purchase specific products or services than creative advertising, creative advertising is more memorable and longer lasting, originality, flexibility, elaboration, synthesis, and artistic value are effective dimensions to assessment advertising creativity, creative advertising builds strong relationship between the consumer and the companies.

Keywords:
Creativity
Creative Thinking
Creative Designers
Dimensions of Creativity
Torrance’s Assessment

Paper received 11th February 2017, Accepted 15th March 2017, Published 15th of April 2017