

УДК 811.111: 659

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Is creativity in advertising a pure chance or necessity?

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Advertising plays a major role in modern life. The most important task for a business advertising itself is to present its product in such a manner that the whole environment around the buyer turns into a positive emotional stimulus. The main goal of advertising a certain product or service is to attract the customer's attention and analyze the impact of advertising on customer's behavior [1].

The vast majority of marketers aren't psychologists. But many successful marketers regularly employ psychology in appealing to consumers. Smart, skillful, honest marketers use psychology legally, ethically, and respectfully to attract and engage consumers, and compel them to buy. One of the most common methods of psychological impact in modern advertising is creativity.

Numerous laboratory experiments have found that creative messages get more attention and lead to positive attitudes about the products being marketed. Creativity 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.

Creativity is a form of divergent thinking, namely, the ability to find unusual and unobvious solutions to a problem. The creative concept is developed by the creative team and forms the core foundation or theme for an advertising campaign. The creative concept is essentially the story behind the messages presented in an ad or series of ads. It ties together

the characters and elements in advertisements to help convey a memorable and effective message that will create the desired behavioral response from the target market. Humor, drama and action are often elements of a creative concept, depending on what the company is attempting to communicate [1].

A creative idea is an important component of the process of creating advertising, and due to the growing competition between the producers of goods, its significance has greatly increased. Currently, a good creative idea can bring huge profits to the company, create advertisements, slogans, characters and images that people will memorize by heart. However, a creative idea sometimes turns out to be absurd.

In fact, with the help of brilliant ideas it is possible not only to fight with smoking, but also with many environmental problems. For example, 3D projection mapping, which is a kind of hologram, helps to fight pollution.

So, the company Xiao Zhu draws a hologram of a crying child and a coughing teenager on the smoke, rolling from the factory and factory pipes thick clubs! The hologram is visible 24 hours a day! Quality and continuity of the holograms are provided by the factories and industrial enterprises themselves. If the plant director gets mad, seeing the huge face of a crying baby every day from the window of his office - he can call Xiao Zhu and order its equipment for industrial air purification from harmful impurities. Otherwise, the hologram will not be removed. Well, if the deal takes place, the 3D projector will move to another plant, which still emits poisonous vapors into the atmosphere, cynically saving on purification filters, for the sake of increasing profits [2].

As we see, the idea is very original, and in a way it is absurd, but its constructive approach has helped to find balance between creativity and absurdity.

One can often find absurdity not only in approach to advertizing creation but in the "battle" between leading

companies of the world. On March 15, 2013 Samsung introduced one of the most anticipated smartphones this year. On the eve of the presentation, the company posted on the Times Square an advertising billboard with the announcement of the event. South Korean competitor LG, whose outdoor advertising has been placed over the boards of Samsung for 20 years, could not help using the excitement around the new smartphone Galaxy S4 to advertise its smartphone Optimus G. LG updated its advertising by copying the stylistics of competitors [3].

Modern world is not standing still. With the development of technologies, also the methods of selling goods and services are developed. Moreover, the market is full of similar products which have to be advertised. That's why advertisers are constantly looking for more clever ways to create advertising.

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