

The Creative Side and Message Strategy

Part 4: *Effective Advertising Messages*

Chapter 12

The Art and Science of Creative Advertising

- The ROI of effective advertising
 - Relevant, original, and has impact
- The Big Idea
 - Implements the advertising strategy so that the message is both attention getting and memorable
- The Creative Leap
 - Jumping from the strategy statement to an original idea that conveys the strategy in an interesting way

Creative Thinking

- Free association
 - Creates the juxtaposition of two seemingly unrelated thoughts
- Divergent thinking
 - Uses exploration to search for all possible alternatives
- Analogies and metaphors
 - Used to see new patterns or relationships
- Right-brain thinking
 - Intuitive, nonverbal, and emotion-based thinking