

THE RELATIONSHIP BETWEEN CREATIVE ADVERTISING AND ADVERTISING EFFECTIVENESS

Dr. Vijetha Mukkelli,
Professor & Dean, School of Management Sciences
Nalla Narasimha Reddy Group of Institutions,
Narapalli, Ghatkesar, Hyderabad RR District, India.

ABSTRACT

The advertising industry has gone through several changes over the last several decades. The changes have been good in terms of Technology advancement, Medium etc. to attract consumers and to enhance creativity. The importance of creativity factor in advertising has got wide recognition by many researchers, practitioners and businessmen. But there is a dearth of true & systematic research to develop advertising creativity strategies and relate them to ad effectiveness. This study represents how creativity impacted advertising, also understanding the value of creativity in advertising through the review of various literatures. The objectives of this review study are to find out the role of creativity in advertising in Indian market. And how advertisers can create distinctive effects through creative dimension especially in today's media landscape where advertisers find it challenging to shape the attitudes and intentions of consumers. A large body of literature on Advertising Creativity, Advertising Communication Process and Consumer Purchase Behavior provides a basis for the present study.

Introduction

The advertising industry has gone through several changes over the last several decades. The changes have been good in terms of Technology advancement, Medium etc. to attract consumers and to enhance creativity. The importance of creativity factor in advertising has got wide recognition by many researchers, practitioners and businessmen. But there is a dearth of true & systematic research to develop advertising creativity strategies and relate them to ad effectiveness. This study represents how creativity impacted advertising, also understanding the value of creativity in advertising through the review of various literatures.

The objectives of this review study are to find out the growth of advertising and the impact of creativity in advertising in Indian market. And how advertisers can create distinctive effects through creative dimension especially in today's media landscape where advertisers find it challenging to shape the attitudes and intentions of consumers. A large body of literature on Advertising Creativity, Advertising Communication Process and Consumer Purchase Behavior provides a basis for the present study. It is known fact that there should be an element of creativity in an advertisement. This creativity is to create something new, unique, extremely attractive and appealing to the consumers. In fact, advertising itself is a creative process. It is the outcome of long term planning and hard work on the part of all the stakeholders concerned to prepare the final copy of advertisement.

Methodology

This study used a review study method to analyze the secondary data & observation. In this review study researcher has analyzed secondary data through the series of interview, expert comments, and live cases of various literatures and through live observations to understand the value of creativity in advertising. The review study discusses the origin of advertising in general and in India in particular, role of creativity in advertising and a few campaigns that have left their strong impression on consumers.

Origin of Advertising

The origins of advertising lie thousands of years in the past. One of the first known methods of advertising was an outdoor display, usually an eye catching sign painted on the wall of a building. As much as some three thousand years ago Papyrus sheets were used in Thebes in Egypt for announcing the reward for return of runaway slaves. The first advertisement was somewhat in the form of stenciled inscriptions which were found on earthen bricks prepared by the Babylonians about three thousand years before Christ. The bricks carry the name of the temple in which they were used and the name of the king who built it, just as a modern public building which contains a corner stone or stone tablet with the names of officials in office when the structure was erected. The method was to cut a stencil in hand stone and with it each brick was stamped while the clay had been in its son stage. In medieval times a simple but effective form of advertising was very popular. Merchants employed the so called "town criers" who shouted the praises of the merchants' wares and the arrival of trade-ships. Today,

advertising is wide- spread all over the world in different countries. But advertising trends vary from country to country.

History of Advertising in India

The total annual advertising spend in India is currently estimated at USD 5 billion (around Rs 26,000 crore), of which around 45 per cent is spent on television and radio alone. The advertising industry grew from Rs 728 billion in 2011 to Rs 820 billion in 2012, registering an overall growth of 12.6 per cent. Total advertising spend across media was Rs 327.4 billion in 2012. Despite the economic slowdown, advertising revenues saw a growth of 9 per cent in 2012, as against 13 per cent in 2011 and 17 per cent in 2010. Print continues to be the largest beneficiary, accounting for 46 per cent of the advertising pie at Rs 150 billion. While television continues to be the dominant segment in the advertising arena, new media sectors are coming along.

Industry estimates show that India's online advertising market is likely to touch Rs 2,938 crore by 2014. The online advertising market, which includes search, display, mobile, social media, email and video advertising has grown by 29 per cent year-on-year to Rs 2,260 crore by March, 2013. It was valued at Rs 1,750 crore in March, 2012. The online advertising market on an average is expected to grow by 40% annually in four years.

Search and display advertising formed a large portion of the overall pie in 2011-2012. Their percentage share has, however, declined somewhat in 2012-2013, owing to the rise in the mobile, social media and video advertising. The spends on mobile advertising have doubled from Rs 115 crore in 2011-12 to Rs 230 crore in 2012-13. Advertisements on mobile phones and tablets grew from a 7% share in FY 2011-2012 to 10% of the Indian online ad market in FY 2012-2013, totaling to spend of around Rs 230 crore. Social media, email and video advertising constitute 13% (Rs 300 crore), 3% (Rs 68 crore) and 7% (Rs 150 crore) of the

online advertising market, respectively.

The Role of Creativity in Advertising

Advertising in India dates back to the Indian civilization. Relics of Harappa, Mohenjo-Daro indicates names engraved on exquisite earthen, stone or metal works, which is comparable to the present trade mark system Meenakshl R. Chandran (1998). Paintings or writings on wall indicating slogans or stone engravings indicate a form of advertising Fres Berg (1980). The earliest forms of advertising were mostly used for religious purposes. That is, advertising was in the form of propaganda. Till the advent of British rule in India, advertising was not taken for business purposes. The reasons were that India was the unique example of household industrial activities. At the time of British entry, India was in Village Economy stage where the relations between the producers and consumers were direct. British settlement and ruling from 1600 onwards brought about certain changes in our country. British needed advertising efforts to popularize their goods, particularly the luxury goods. They made it possible through the print medium. The origin of commercial advertising in India is relatively recent. 'B. Dattaram and Co.' was the first advertising agency promoted in the country in 1905 Meenakshi R. Chauhan (1998).

Indian Advertising Industry at a Glance in 2012 - 2013

The term "advertising" is defined as "a paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience" (Wells, Burnett & Moriarty, 2003, p.10). To understand the nature and the role of creativity in advertising, it is important to shed some light on creativity and its different approaches in the first instance. Numerous attempts have been made to crystallize the concept of creativity. Osborn (1963), the former founder of creative education foundation, states that creative process starts with orientation, then moving to preparation stage, then to analysis, ideation, incubation, synthesis and finally to evaluation. Advertising literature, however, mainly defines advertising creativity from receivers' point of view (Ang et al., 2007). One of the major reasons for this is that advertising mainly focuses on the formation or change of perceptions of final consumers towards a company's product (Wells et al., 2003). Shimp (1997) equates advertising

effectiveness with creativity in advertising because creative advertisements get successfully differentiated from other advertisements and hence are more successful in breaking through the media culture which makes it effective. Similar to Russell and Lane (1999) and Marra (1990), Wells et al. (2003) consider the hallmarks of a creative advertisement as originality of the idea which they also call, a “Big Idea” and relevancy of the advertising message to its target audience. Creativity in advertising is recognized in the form of advertising creativity excellence awards which are given to advertising agencies for their creative and outstanding advertising. According to an estimate, some 500 award shows are conducted each year throughout the world (Till & Baack, 2005). The above discussion reveals the widespread recognition of creativity in advertising worldwide. However, research on the effectiveness of creative advertising is minimal. There have been a few studies that have contributed to this inquiry; however, the effectiveness of creative advertising has remained an inconclusive debate (Till & Baack, 2005).

The Relationship between Creative Advertising and Advertising Effectiveness

The role and importance of advertising creativity is widely recognized, both among academicians and practitioners. Normally, every advertising textbook devotes one or two chapters to advertising creativity (Smith & Yang, 2004). Advertising practitioners consider creativity as a solution of greater media clutter (Rossiter & Percy, 1985; Pieters et al., 2002). In this sense, creative advertisements are considered as an effective tool to break the media clutter, reach the consumers’ minds, build an impression and lead to more effectiveness of the campaign (Ang et al., 2007). Furthermore, to recognize the excellence in advertising creativity, advertising agencies are rewarded with creativity awards (Till & Baack, 2005). However, a question whether advertisements, recognized as creative by the industry peers, provide any added advantage to the brand or not. Also the advertisements defined and identified by academicians and experts exert any positive psychological influence on viewers’ purchase behavior or not. There are very few studies that have addressed these questions (Till & Baack, 2005; Stone et al., 2000; Kover et al., 1995). These questions are most commonly found in the advertising literature (Till & Baack, 2005). However, despite the widespread recognition of creativity in the advertising industry and academia,

surprisingly, very few studies have addressed these questions (e.g., Stone et al., 2000). Kover et al. (1995) investigated the relationship between creative advertising and advertising effectiveness among household consumers. Ang and Low (2000) also examined the association between creative advertising and advertising effectiveness. Effectiveness of creative advertisements was measured in terms of attitude towards the advertisement, attitude towards the brand and purchase intent. Their study found that creative advertisements as judged by the participants were more liked and consistently evoked favorable attitude towards the respective creative advertisements. The finding of Ang and Low (2000) polarized the result of Kover et al. (1995) to some extent which stated that creative advertisements are more liked and produce greater purchase intent for the advertised brand. The above studies have been useful in providing worthwhile insights about the association between creative advertising and advertising effectiveness. As such, these studies have provided a base for future research on this issue. An extensive review of literature on the effectiveness of creative advertising reveals that advertising creativity research is limited (Stone et al., 2000). Extensive review of literature states that novelty is the most common feature of creative advertisements which is advocated by advertising practitioners and academia. Creative Advertising and its Effectiveness (Till & Baack, 2005; Ang et al., 2007; White & Smith, 2001) was extensively studied. Literature related to consumers' processing of advertising information in human minds and its retrievability states that the unexpected and novel stimuli elicit better recall than an expected and non novel stimuli (Heckler & Childers, 1992; Srull, 1981).

The above discussion reveals that the components of creativity in advertising, that is, novelty of the advertising idea, meaningfulness and connectivity of the advertisement, increase the encoding as well as recall ability of the stored information in consumers' minds. Since creative advertisements are relatively more novel and unexpected (Haberland & Dacin, 1992), it is argued that creative advertising will grab relatively greater attention of viewers and the advertising information will be processed at a deeper level. In addition to novelty and meaningfulness, award-winning creative advertisements have also been found as more relevant and congruent (Ang & Low, 2000). The same theory was supported by Ang et al. (2007) who found that those advertisements which are novel, meaningful and relevant

(Connected) to the target audience are more liked and elicit greater purchase intent for the advertised brands.

Another question here is as to who should measure the creativity of the ad i.e. ad agencies or experts or viewers or others. Many researchers believe that creative advertisements are developed for final consumers. As such, creativity in advertising should be measured by the target viewers of the advertisements as they are the appropriate and best judges (Altsech, 1995; Haberland & Dacin, 1992; Bell, 1992). While the above discussion reveals differences on who are the appropriate judges to assess creativity in advertising, some of the empirical studies have also found differences in the assessment of advertising creativity among various groups. Kover et al.(1997) compared advertising research over time and concluded that advertising creatives respond to and develop advertisements according to their own professional standards, whereas, viewers respond to such advertisements that are more personally enhancing(cited in White & Smith, 2001). White and Smith (2001) found that advertising professionals, general public and business graduates significantly differ on the assessment of creativity in advertising.

Almost all brands in the product category deliver more or less the same functional benefits and answer the same needs of the consumers. With so many products on the market having the same function, the only way to position a product, service, or company differently from anything else in the same category is through creative development in advertising. Today traditional advertising is losing its sheen. The media agencies have witnessed the tremendous growth in skills set. If one critically analyze, “advertising reflects the mood of the times. The simplistic inform-persuade-sell mode worked beautifully for a long time but once communication became sophisticated, technology entered, there was a paradigm shift. Multi-tasking became the order the day. It is not uncommon to see today’s kids on the mobile while hitting the net. So in this age of You tube, Twitter, Face book and Whats App, advertising content has to keep pace. It can’t be as direct, naïve and simplistic as it once was. For hard-core information and details about products and services that are in the hi-ticket category, the internet provides it all; one doesn’t have to completely depend on advertising. So the job of advertising today is to primarily push the brand in an endearing fashion that triggers the recall factor, and examples discussed indicates that ‘creativity’ stored better recall value. There are many ads for different product categories, but how many of them were able to differentiate themselves from other? With creative ads they can certainly communicate it differently so as

to create a distinct brand image in the minds of the consumer. There is great hunger from consumer's side they wanted to see things differently and its advertiser's responsibility to attract and engaged the consumers, they remember and memorize the creative ads than the product. Marketers need to understand the various dimension of advertising creativity. The current scenario focuses that advertising has altered in many ways, now advertising became more creative and realistic. Creativity increases the brand value. There is enough evidence that value for a brand will be formed through creativity. With Pointing on India's phenomenal growth, it has become even more important for ad agencies and their clients to gear up together to meet challenges that come with such expansion. Creative ideas have no boundaries, ideas can strike anytime. A successful & great creative idea can give brands the required thrust to explore new heights. It is very important that with creativity involved in advertising it should not forget its basic agenda of informing, convincing, and selling.

Creative advertising has to be intelligent, sharp, imaginative to the point and extremely catchy. It must motivate people to purchase advertised product. The message and appeal made should be able to make positive impact on the consumers. The creativity develops new useful ideas which further fulfill the desired requirement. Creativity should focus the attention of the customer on the product and he must feel the urge to have that product for same benefit. This suggests that creative advertising should be able to create demand for the product when it is introduced for the first time. Some of the distinct creative ads impacted hard. The advertising strategies are changing but should not leave question mark on the sustainability of creativity and also not to overlook consumer's intelligence

There are many creative ads which made a direct entry into customer mind. There are much bold evidences that significant changes faced by this industry. Some of these changes are good: big ideas, innovative partnerships, & interesting new work, that show what advertising can do for brands. To do that there are various styles of advertising, a soft sell or a hard sell, a subtle approach or a blatant approach, an informative style, humor or a modern and edgy one. Style will always change with the product or service to be sold; with the timing of the message and with the type of medium they are using. But important aspect is to see how consumers can be engaged to watch that creative challenge they took with the blend of style. Let's look at a few ads which were mostly engaged by consumers in recent times in India.

Top Indian Advertisements Of Recent Times

Amul Topicals – Though the focus is mainly on television commercials, the Amul hits featuring the Utterly Butterly girl, is clearly the longest running, most impressive and most successful Indian promotional campaign. The Amul website claims that the ultimate compliment to the Amul butter came when a British company launched their butter calling it Utterly Butterly. **Vodafone –Zoozoo**-Though these scrawny bigheaded creatures appear animated, Zoozoos are actually ballet dancers dressed in white outfits while their facial expressions are black stickers. Vodafone Zoozoo's were launched during the IPL season by Oglivy & Mather, India. **Happy Dent White** - A simple chewing gum would normally feature the “refreshing breath” or “white teeth” and portray two people attracted to each other for the same. Sighs. How boring and repetitive! Happy Dent came out with its out-of-the-box Kingdom of Lights campaign featuring Happy Dent White's smile powers Indian city lights! **Miranda Bride**- Most of the ads featuring Asin as a bride are hilarious. Be it the Fairever campaign on “If girls become so beautiful, guys have to do all this to impress” featuring a prospective groom singing and dancing to impress the girl and her family. Miranda's Indian bride ad is classic comedy and one of customer favorite ads. **Airtel** – Airtel's campaign on “Barriers break when people talk” is beautifully portrayed featuring two children from different countries crossing the barbed boundary lines to play together. **Camlin** –Though not very popular, Camlin's permanent marker ad and “change” white board ad are very thoughtful and hilarious. The permanent marker was simply out-of-the-box for a simple marker. **Indian Cancer Association**- ICA's campaign against smoking is a must-watch. Their simple tagline was “Women feel safer with men who smoke,…” and watch the ad for the rest of it. **Naukri.com** - Its “S for Shameless” is amazing. **DLF IPL**- Most of the IPL ads are brilliant Best of them being- The Manoranjan ka Baap ad in 2008, the one with Andrew Symonds, etc. The recent DLF IPL 2010 – Saare Jahan Se Accha campaign created by JWT welcomes the series back home with a “we missed you too” note. **Silk Saree Advertisements**- Indian silk sarees are big business. RmKV, one of the leading manufacturers of silk sarees known for its many Guinness Record victories certainly deserves credit not just for their amazing products, but also their beautiful campaigns by Mudra ad agency. Mudras won gold in the retail

category for their RmKV 50,000 color saree campaign for which popular Actress Jyothika had been roped in and asked “which color saree to wear for my wedding?”. Jyo-Surya’s wedding was around the corner at that time, and the celebrity couple’s marriage was the talk of the town. The actress claimed she had 50,000 suggestions and was confused which color to wear. Subsequently the full ad, released with Jyo claiming that RmKV designed a saree with 50,000 colors for her.

Most Creative & Engaging TV Advertisements of 2013

Indian advertisement industry created ripples across the sphere in the year 2013, as it produced some of the most amazing and creative advertisements. The goal of any advertisement is to get subtle attention from the viewer, and to create a brand of the company. **Google Reunion Ad** -This advertisement touched a raw nerve among us all. Anyone who watched this Google advertisement for the first time must have felt their eyes moist and heart racing with emotions. Google created a master-piece advertisement which has received more than 10 million views on You tube as of now. **Tanishq Wedding Ad**- When this advertisement hit the media, everyone was stunned. No one had attempted to touch the tender issue of re-marriage; and this advertisement broke all shackles of this mindset. Set in the contemporary India, this ad highlights and celebrates re-marriage like no other brand has ever done. **ICICI Prudential Insurance Ad** - The tagline, “Bande Ache Hain” was deeply moving and inspirational for the modern man. On one hand it shows that those men who take care of their responsibilities are noble, and on the other hand, it inspires those who have not thought about security and insurance aspect. Both men and women loved this creative advertisement. **Parle Monaco Ad** - Another awesome creative advertisement, which had a social angle attached. So many times, vendors and auto-drivers try to sneak in a currency note which is in bad shape, saying that its ok, it will work. But when we try to give them the same, they refuse to accept. The creators of this ad took notice of this situation, and produced a funny and creative advertisement. **Cadbury Bournvita Ad** - The thing which struck people most was the intensity through which they were trying to showcase the “equality” and “fair game” for a girl who wants to learn boxing. The mother tries to inspire her by giving her the best education and training; and not the usual advice of reservation! Brilliant creative

advertisement. **Center Fruit Ad-** Another brilliant comic advertisement, from the makers of Center Fruit chewing gum. The South Indian restaurant owner is hiring the best waiter who can announce the dishes in the most creative manner. And center fruit chewing gum is the savior. **KitKat Dancing Kids Ad-** Another ad featuring cute children and their antics. This cute ad from Kitkat became one of the favorites of children from all over the country. **Philips Widescreen TV Ad:** Two lovers are running towards each other: a typical Bollywood romance scene.. But instead of hugging, they are tired in between and they quit their meet up. And they are tired because Philips has introduced such a wide screen TV. **Hindustan Unilever ‘Project Sunlight’ Ad -** ‘Why bring a child into this world?’ it asks, and follows up with a great message for the child’s bright future. Hear the message being delivered by the King of Bollywood, Shah Rukh Khan himself and this too. **Coca-Cola ‘Small World’ Ad -** Have you made a friend from Pakistan? If yes, then there’s a Coke for you. India and Pakistan may be projected as enemies, but there’s a deep-rooted friendship between the two countries that can win over all the hatred. This ad basically supports the same idea, and is worth a watch. **Eye-Donation Promoted in Holi Ad -** Give a chance to the visually challenged to experience the colorful beauty life has to offer. This ad conveys the same idea with such simplicity and conviction, that even the naysayers shall consider once of pledging their eyes. Extremely powerful this. **Bournvita ‘Race’ Ad -** Life isn’t easy, and a lot many efforts have to be taken to ensure our win. Instilling this idea in her young son is the woman in this inspiring ad, who doesn’t believe in spoon-feeding and wants her child to come out strong in life. Wonderful ad. **Lifebuoy ‘Help a Child Reach 5’ Advertisement -** This story is a bit prolonged, but the message it wanted to deliver came out prominently in the end. How several diseases (and even death) could be prevented by daily washing hands is what is highlighted in the ad. **Lifebuoy ‘Roti Reminder’ Ad -** Reaching out to millions of people in rural India, this ad acted as a reminder to people, asking them to wash their hands before they eat. **Incredible India Ad -** India’s finest and the most exotic places are celebrated by this traveler, and the experiences shared are just a delight to watch. This ad by Incredible India is a treat. **IDBI Bank ‘Bank Aisa Dost Jaisa’ Ad -** This is one among the four ads that the bank released to promote its services, and this shall have you sharing the happy smile that you once shared with your childhood friend. **Titan Teacher Farewell Ad -** This is how the farewell of an Indian teacher would be if he was as awesome as Robbie Williams in Dead

Poets Society. Brilliant ad, and the classic Titan music is a delight to listen. **Cadbury Celebrations Made With Love Ad** - Spread love, and love is what shall return to you. Splendid. **Britannia Good Day Ad** - This is another one spreading happiness. Britannia has had a huge list of such amazing ads, this one tops the cake. **Mahindra Verito Vibe Ad** - Thankfully there was one automobile ad that made the cut. Just because it was being a sport.

Volkswagen (VW) India – A Case Study

Volkswagen (VW) is one of the world's leading automobile manufacturers and the largest carmaker in Europe. As Volkswagen pursues its goal of becoming the number one automaker in the world by 2018, India has become a key component of its strategy. India is currently the world's second fastest growing car market, with shipments expected to be more than double by 2018. As a relatively recent entry into the Indian automotive market, VW needed to raise brand awareness. To address this challenge, Volkswagen's marketing team focused one of its key brand pillars, innovation, to make a strong impact throughout the roll-out in India. Innovation was showcased not only in Volkswagen's product introductions, but also in its communications and advertising.

VW India created ground breaking campaigns such as the world's first 'talking newspaper', which used light-sensitive chips to speak to readers about Volkswagen as they turned the pages of their morning newspaper. The talking newspaper ad created a sensation in India, and garnered worldwide attention for taking print advertising to a new level. In one year, brand awareness more than quadrupled, increasing from 8 percent to a high of 37 percent. Volkswagen next turned to digital media to extend its success and create new opportunities for customers to connect with the brand.

Lutz Kothe, Head of Marketing for VW India, says, "At Volkswagen, innovation is woven into everything we do. In formulating our digital strategy, we looked beyond the obvious for innovative ways to engage our audience. We knew that for many people, their car affects their professional life and their professional identity affects their car choices. This made LinkedIn a natural choice to connect with current and potential car buyers among the growing Indian professional population."

Innovative campaign inspires 2,700 car recommendations in 4 weeks Engaging working professionals on LinkedIn. LinkedIn approached Volkswagen India with an opportunity to be

the first auto major to establish a presence on LinkedIn Company Pages. ‘Company Pages’ provide a branded home base within the LinkedIn community where businesses can showcase their company, products, and services in a trusted, professional environment. Volkswagen India participated in the worldwide launch of Company Pages in November 2010, and soon thereafter opened up their pages to allow LinkedIn members to post reviews and recommendations of their car line in India including the New Beetle, Vento, and Polo.

Recommendation Ads get people talking

Next, Volkswagen launched a series of Recommendation Ads encouraging more customers to join the conversation. Each ad showcased endorsements of actual LinkedIn members, and invited the community to recommend their favorite Volkswagen model. Volkswagen used LinkedIn’s broad reach (100 million members worldwide, 9 million in India) and precise targeting capabilities to connect with professionals who matched the buyer profiles for their different models. Lutz Kothe said, “Volkswagen was the first company in India to use LinkedIn Recommendation Ads, and the campaign was a success. We went in with a goal of inspiring 500 recommendations among current and prospective car buyers. In less than 30 days, over 2,700 Volkswagen fans had stepped forward to recommend their favorite cars and share these recommendations with their professional networks. In the same time period, we gained over 2,300 followers who asked to stay abreast of the latest news and developments from Volkswagen. Kothe concludes, “In a world where people spend an increasing amount of time at work, thinking about work, and interacting with their work colleagues, we believe it’s important to foster discussion about Volkswagen products in a professional context. Our innovative partnership with LinkedIn lets our customers learn about Volkswagen products and provides insights”.

Conclusion

The review paper concludes that creative plays extremely important role in advertising, while studying many ad campaigns it’s been proved that how consumers have different reaction to unique ads. If Ad contains fun, humor, excitement, drama with the creative ingredient consumer will defiantly like the idea. It is an accepted fact that if anyone presents one’s product, service, and idea in different manner they will get high brand recall. The key of delivering effecting creative message is the selling point in an interesting, non-contrived manner. Great advertising builds the brands and some advertising sells brands. Creativity

makes advertisement popular among the consumers and inspires them to change their attitudes motivates to purchase specific product.

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