

Advertising is more than being a creative director

What is advertising? Wikipedia states it as follows - *Advertising is a form of communication intended to persuade its viewers, readers or listeners to take some action; it usually includes the name of a product or service and how that product or service could benefit the consumer, to persuade potential customers to purchase or to consume that particular brand.* Hence, the purpose of advertising is to persuade customers to buy the product or service advertised, right?

Now, what do you mean by “being a creative director”? First of all let us understand the meaning of creativity - *Creativity is a mental and social process involving the discovery of new ideas or concepts, or new associations of the creative mind between existing ideas or concepts.* Thus, being a creative director in advertising means trying to come up with new ideas for advertising, correct?

Think of it – can you have new ideas but still not be able to persuade customers? Of course yes! If we take the analogy of films you would understand better. Almost all critically acclaimed films are creative, but many of them just bomb at the box office without even a trace. Why? It is because just as films and advertising is more than being a creative director – you need to connect to the audience in the first place.

Other than creativity, there are other aspects which one needs to take care of. For example, if you’re creative but do not share people’s interests, the advertising would be ineffective. Hence, don’t ask: what do we want to say? Actually ask: who are the people we want to talk to and what are they interested in? Also, ads should be interesting enough to arouse interest otherwise why would anyone care to pay attention to it.

On a different note, a creative director tries to say *something new* that nobody has ever said through the advertisement and a scientific/strategic director tries to say *something relevant* to the product or service. Hence, in advertising, being a creative director is fine but not at the cost of other important factors which influence the impact that advertisement has on the public’s mind.

The average marketing score is 589 for businesses in your industry.

Go to YourMarketingScore.com and we’ll give you a precise analysis, compiled by our marketing specialists, of your current marketing position with a FREE Marketing Report on how you can improve your score