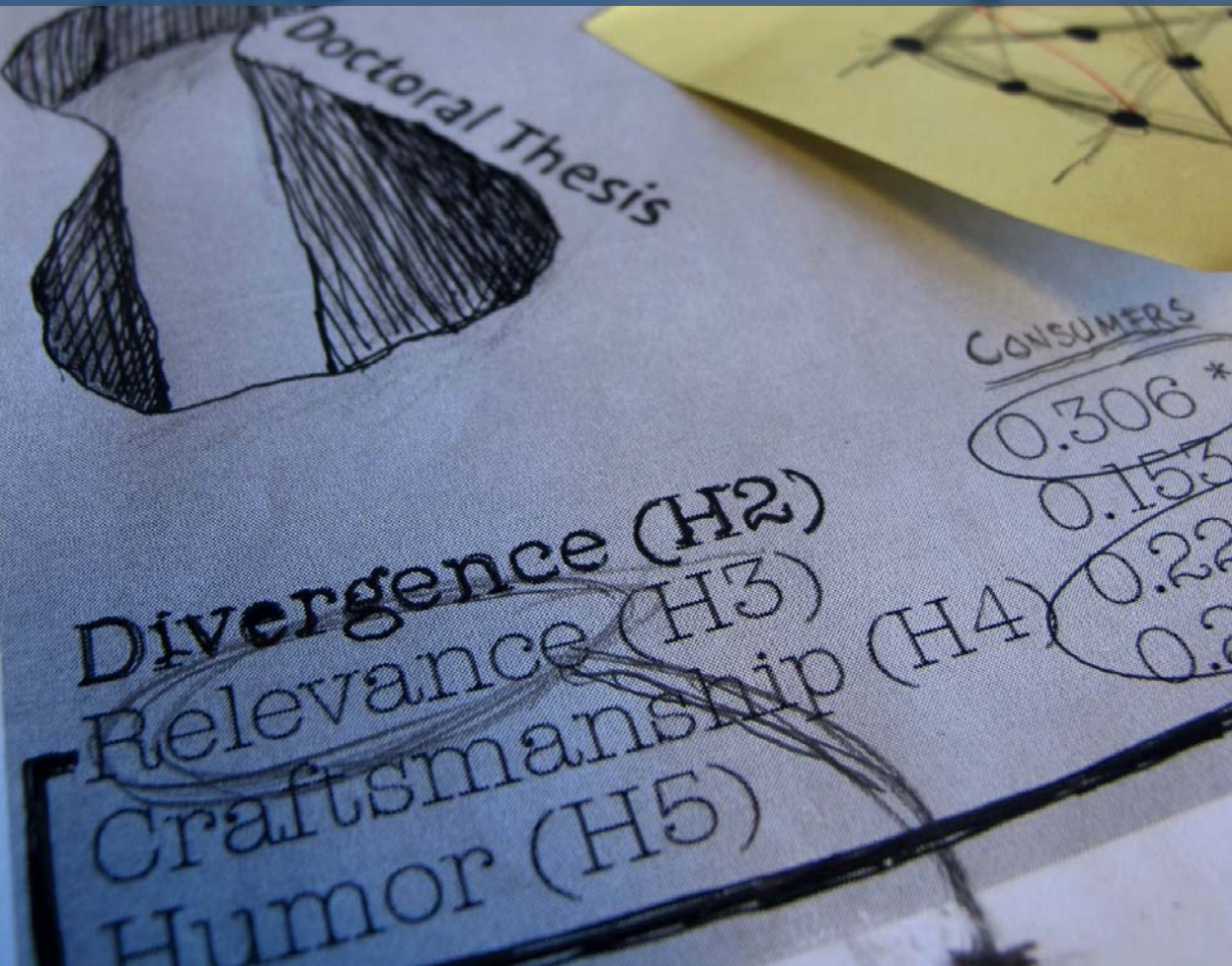


Understanding Advertising Creativity

How perceptions of creativity influence advertising effectiveness

Erik Modig



Understanding Advertising Creativity

Today advertisers face the challenge of securing advertising effectiveness by producing advertisement that gets the consumers' attention and shape their attitudes and behavior. One suggested way to reach these objectives is creativity. Both advertising industry professionals, awards, effectiveness reports and research support this notion that what makes advertising effective is creative excellence.

However, research has shown that advertising professionals seems to have little formalized understanding about how advertising creativity work and how it is defined and measured. Current research need to better understand the response to creative advertisements by documenting how advertising professionals and consumer assess and value creativity. By applying new perspectives and new theories this thesis investigate the effects advertising creativity has on consumers.

The thesis reviews the academic research on advertising creativity and contributes with five articles to increase the understanding of advertising creativity and how perceptions of creativity influence advertising effectiveness. In so doing, it plays a part in advertisers understanding and use of advertising creativity.



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