CREATIVITY & ADVERTISING

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Agenda

1. Why is Creativity for any business so important?
2. Few definitions
3. Creative Lifestyle
4. Role of Creativity in advertising
5. How do we evaluate ideas?
6. Creative culture
!New Times
THE GLOBAL SOCIETY
The 300 largest multinational companies control 25% of all the productive assets on earth. Half of world trade is handled by multinational companies.
very few commodities, technologies, products, services, insights, knowledge areas or procedures that can be found in Berlin, Birmingham and Tokyo, Helsinki and Dallas are not also available to people in Singapore, Prague, Moscow, Mexico City and Manila.
Techno-economic parity
= more competition for everything everywhere
= requires a constant search for differentiation
= drives the need for constant innovation/creativity
THE SURPLUS SOCIETY
“The ‘surplus society’ has a surplus of similar companies, employing similar people, with similar educational backgrounds, working in similar jobs, coming up with similar ideas, producing similar things, with similar prices and similar quality.”

Kjell Nordström and Jonas Ridderstråle,
Funky Business
Quality Not Enough!

“While everything may be better, it is also increasingly the same.”

THE
MORE
SOCIETY

Kjell Nordström and Jonas Ridderstråle, Funky Business
New Consumer
THE OVER-INFORMED CONSUMER
"600 million consumers worldwide are beginning to consider online access an absolute necessity, and there are no signs that the pace of integrating online access into daily life is slowing down."
898,000 references to “Information Overload” on Google. In 0.18 seconds.
There are over 2700 photographs taken every second around the world, adding up to well over 80 billion new images a year taken on over 3 billion rolls of film, according to estimates published by the United States Department of Commerce.
The world produces between 1 and 2 exabytes of unique information per year, which is roughly 250 megabytes for every man, woman, and child on earth. An exabyte is a billion gigabytes, or $10^{18}$ bytes. Printed documents of all kinds comprise only .03% of the total.
The Sunday New York Times contains more factual information in one edition than in all the written material available to a reader in the fifteenth century.

For comparison a Year has 365 x 24 = 8760 Hours.

You can work out the math.
“What information consumes is rather obvious. It consumes the attention of all its recipients. Hence a wealth of information creates a poverty of attention.”

Herbert Simon
Nobel prize winning economist
A worldwide survey (Reuters 1966) found that two thirds of managers suffer from increased tension and one third from ill health because of information overload.

“Information Fatigue Syndrome”

David Lewis, Psychologist
Production of Ritalin (the primary drug used to treat Attention Deficit Disorder) is up nine fold since 1990.
THE
TIME-
STARVED
CONSUMER
During the 1960s, US fathers on average talked some 45 minutes per day with their kids. Today the equivalent figure is six minutes.
“Today’s average consumer… has less time to browse; it is down 25% from five years ago.”
This consumer typically spends twenty one minutes buying “an average of 18 products, out of 30,000 to 40,000 choices.”
Wall Street Journal 1997
THE OVERWHELLED CONSUMER
“Choose life. Choose a job... Choose a fucking big television, choose washing machines, cars, compact discs players, and electrical tin openers... Choose fixed-interest mortgage repayments. Choose a starter home... Choose leisurewear and matching luggage. Choose a three piece suit... in a range of fucking fabrics... Choose your future. Choose life.”
Mark Renton, Trainspotting
“Consumer always want more choice, but they don’t want to be burdened by it.”

Regis McKenna
“Time, Attention and Trust have become the scarcest resources and companies that fail to recognize this fact are likely to suffer severe financial penalties”

David Lewis & Darren Bridger, The New Consumer
“In the funky village, real competition no longer revolves around market share. We are competing for attention—mindshare and heartshare.”

Kjell Nordström and Jonas Ridderstråle, *Funky Business*
So, what was it, you were trying to sell me???
Ultimate objective of most advertising:

Affecting people’s behavior, usually for profit.

Getting these people to do that.
Homeless person in need of support!
Will work for food!
I want your money!
I want your money! Now!
Need fuel for my Lear Jet!
A well known story...

“If I was married to you, I should put poison in your coffee”.

“If I was married to you, I should drink the coffee”.
Few definitions
“The ability to create”
“The production of novel but potentially useful ideas”
“Creativity is something new, which is at the same time recognized from a particular group as meaningful and useful.”
“What you do is creative if it is new, different and helpful”
“Creativity is the ability to generate new and useful ideas and solutions for everyday problems”
What is this?
A small test

• In one minute, think of all the possible uses for an empty tin can.
• Write your answers on a piece of paper.
• Try to come up with as many uses as you can.
• Ready? Go!
Dimensions of creativity

- **Fluency**
  The ability to generate a large volume of ideas

- **Flexibility**
  The ability to generate ideas in a number of categories
Dimensions of creativity

- **Originality**
  The ability to generate unique and unusual ideas

- **Elaboration**
  The ability to add details or to expand on the item itself
The four stage creative model

- Preparation
- Incubation
- Illumination
- Implementation/Verification
Preparation

• Is all about input
• Collect information and data
• Create background for the creative process
Incubation

- Time out phase
- Stop consciously think about it
- Let your unconscious mind take over
Illumination

- Eureka or aha! Experience
- Illumination often occurs by doing something completely different, unrelated: driving, listening to music, showering, starring into space
Implementation/Verification

- Point in time when you give form to the new idea. It could be either
  - very easy flowing, almost without interruption or
  - you have to work hard and polish it
  - here your skills and abilities are entering the plane
How is your C.O.R.E.?

Curiosity
Openness
Risk tolerance
Energy
How to become creative?
A simple principle!
Creative Lifestyle

1. Connect with people
2. Design an enriching environment
3. Get out of your box through travel
4. Have fun
5. Expand your mind through reading
6. Take up the arts
7. Plug into technology
8. Use some powerful techniques to think
Evaluating advertising
“Great advertising consists of three ideas working in a powerful way together:

1. Strategic Idea
2. Creative Idea
3. Executional Idea
Judging advertising
Criteria in evaluation

1. Does the recommended idea have impact?
2. Is there an advertising idea?
3. Is it about the Brand and its benefits?
4. Is the idea simple?
5. Is the idea interesting?
6. Is the idea different?
7. Is the idea credible?
8. Is the idea long-term value to the brand?
9. Is the idea persuasive?
10. Is the advertising memorable?
<table>
<thead>
<tr>
<th>Evaluation criteria</th>
<th>1 = Poor</th>
<th>3 = Average</th>
<th>5 = Excellent</th>
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<td>Newness/Break-through</td>
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<td>Impact</td>
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<td>Consistency with the Brand</td>
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The Leo Burnett 7+ Scale

1- Appalling.
2- Destructive. The impressions you’re left with is negative.
3- Not competitive. Wallpaper. You might as well spend the money elsewhere.
4- Cliché. We’ve seen it before.
5- Innovative strategy. Something interesting/pertinent to say about the brand and your relationship with it.
6- Fresh idea. Engaging, original, outstanding.
7- Excellence in craft.
8- Sets new standard in category.
9- Sets new standard in advertising.
10- Best in the world bar none. Icon Brand
New Management
Characteristics of the “Also rans”*

“Minimize risk”
“Respect the chain of command”
“Support the boss”
“Make budget”

*Fortune, article on “Most Admired Global Corporations”
“Good management was the most powerful reason [leading firms] failed to stay atop their industries.

Precisely because these firms listened to their customers, invested aggressively in technologies that would provide their customers more and better products of the sort they wanted, and because they carefully studied market trends and systematically allocated investment capital to innovations that promised the best returns, they lost their positions of leadership.”

Clayton Christensen, *The Innovator’s Dilemma*
“Ninety percent of what we call ‘management’ consists of making it difficult for people to get things done.”

Peter Drucker
“If you worship at the throne of the voice of the customer, you’ll get only incremental advances.”

Joseph Morone, President, Bentley College
“Incrementalism is innovation’s worst enemy.”

Nicholas Negroponte
“The problem is never how to get new, innovative thoughts into your mind, but how to get the old ones out.”

Dee Hock
New Attitude
The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.

Michelangelo
“If things seem under control, you’re just not going fast enough.”

Mario Andretti
“I never, ever thought of myself as a businessman. I was interested in creating things I would be proud of.”

Richard Branson
If you’re not pissing people off, you’re not making a difference!
Thank You!