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**Creative Innovative Advertisement a Effective Promotional Tool**

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**ABSTRACT:**

Advertisement creativity and innovative advertising ideas is becoming more attractive and most watched by the target market. All the major sector like advertising agencies, company's organization are trying to create more and more influential creative advertisement because it now became the major tool for their promotion activity. Influencing the people is become necessary now in the market for achieving the targets of Increasing sales, profit etc. The advertisement is main weapon used by the organizations though it may be small or MNC, the effectiveness of the advertisement is lies in its Message, the idea, technology, humor and presentation.

Key words: Strategies, Promotion, Customer, Advertisement, Creativity,

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**1.1 Introduction:**

Creative influential advertising is a main strategic approach to marketing that aiming to capture and convert target follower ship through new ideas, innovative presentation and compelling advertisement.

“ Advertising is defined as any form of paid communication or creation for product, service and idea. ” announcement is only used by companies but in numerous cases by gallery, government and charitable associations. Advertising process involving a important decision around 5Ms which are Mission, Money, Message, Media and Measurement. Mission looks at setting objectives for advertising campaign, the objects are to inform, convert, remind or support

An activity is performed by any person with the view to earn some return or we may call it as profit it's called as Business. The major purpose behind business is generally to earn Profit but moment one of the Major objects of maximum business organizations is to provide information about the Product, Place, services and facilitates handed to the common People or target client. As Promotional activities are performed by all business organizations but attention is gained by few Business or their promotional campaign come successful. The major reason behind the success of promotional campaign is Creative, innovative advertising or use of Creativity while arranging promotional campaign. Advertisement of above kind can stand out in the market apart from all other competitors and overcome the competition. This exploration paper is studying the important part played by Influential Creative Advertisement in Promotion blend.

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**1.2 Objective of the study**

- To Study the Effective Creative part a major tool in creation blend
- To bandy on significance of Influential Creativity in advertising for promoting the product and services
- To study the Influential advertising strategies for adding deals of product or Services

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**1.3 Research Methodology**

This study is grounded on the secondary data, different journals, books, internet websites and exploration paper are used for preparing of this paper

### 1.4 Meaning of Influential Creativity:

Influential, Innovative advertising is a type of marketing strategy that aims to motivate, follows prospective target client. It's a power of influential innovative content, numbers. Creativity is the result of imagination, idea, oneness of the mind; it's the one type of donation of the idea in different way piecemeal from the traditional way.

Promotion is a term used constantly in marketing and is one of the request blend rudiments. Promotion refers to raising client mindfulness of a product or brand, generating deals, and creating brand fidelity. It's one of the four introductory rudiments of the request blend, which includes the four P's price, product, creation, and place. In the Promotion conditioning flashing playing veritably important part for promoting the product and services. As Advertisement tool used by maximum organization but the effective impact is depended upon the innovative and creative element of advertising.

Different author given the define the creativity following are the some important description.

“ A creative product is when it's novel and applicable. A new product is original not predictable. The bigger the conception and the more the product stimulate farther work and ideas, the further the product is creative. ”: - Sternberg & Lubart, Defying the Crowd

“Creativity is a combinatorial force it's our capability to tap into our 'inner' pool of coffers – knowledge, sapience, information, alleviation and all the fractions colonizing our minds – that we've accumulated over the times just by being present and alive and awake to the world and to combine them in extraordinary new ways. ” — Maria Popova, Brainpickings

“ Process of bringing commodity new into being is the creativity & it needs dedication, commitment, passion. It brings to our mindfulness what was preliminary hidden and points to new life. The experience is one of heightened knowledge elatedness. ” – Rollo May,

The thing is to support the prospective customer credibility and authority to drive brand mindfulness, trustfulness, engagement and eventually results in increase in sales, goodwill.

Thus Innovative Creativity is the ability, of a person or group to make product, services new and useful or precious, or The skillful, mindful process of making a commodity new, useful & precious. In all areas of life e.g. wisdom, art, literature and music it happens . It is veritably delicate to consider as a particular capability. Innovative Creativity attracts all the sections because as we are analyzing, observing number of things whatever happens around us everyday what people will flash back ? or what remain in our mind?

The answer is people will memorize or flash back specific thing which is presented in creative,innovative and unique manner or the idea is different. Creativity is the vital but least scientific aspect of advertising management. It must retain its impact, quality, style, and substance. The Ideas,formulas must be original in nature and also material to the concern product, services and target consumers to get expected beneficial results

#### Following are the Influential advertising strategies used for creating further creative and influential announcement.

- Emotional Appeal numerous announcements influence feelings to connect with consumers. Emotional content in advertising affects generating passions to produce a memorable impact like as sadness happiness,fear.
- Influencing and creating immediate impact on the minds needs famous Celebrity for promotion. Number of Brands are using famous , current celebrities to extend, create requirement for their products or services. Celebrity's fashion ability and influence create brand recognition and credibility.
  - Social Advertising constantly using social themes , evidence which are related to the immediate customers. Where society is directly witnesses such problems e.g Tata Tea used corruption theme. Social advertising used to change implicit mind or changing mind of buyers, that a product or service is deserving.
- Using Loss, Dispute ,Failure and Urgency theme in advertising can encourage consumers to make immediate purchasing opinions.
- Storytelling: Emotional stories are one of the key for number of successful advertising campaigns line LIC JINDAGI KE SATH BHI AUR JINDAGI KE BAAD BHI using storytelling to manage audiences emotional level. Using themes that relate with Prospective consumers and forming a connection with the brand.

### 1.5 Importance of Imagination as Powerful Limited time/ Promoting Instrument

Promoting creative thinking in fact a vital device and when strong procedures are utilized to create weight or an impact on the minds of prospective target it gives expected result in terms of increase in sales and services.

- Following are the effects of Influential Creative advertising.
  - Cognitive merchandise: Unique style Advertising can create direct impact on prospective consumers' mindfulness, information, and comprehensions of product items or brands. It manages understanding of product services & also highlights the advantages, esteem recommendation for consumers.
  - Passionate products: Specific strong promotions, recommendation inspire solid passionate reactions from prospective buyers, impacting their minds, inclinations, and buy eagerly. Wild, forceful advertisement point to create,generate positive affiliations with the product and services

- Behavioral products: Promotion activity is playing vital role in forming shoppers position, it is affecting on purchase decision, brand devotion, and brand exchanging. It can drive prompt expected behavior comparable as making a buy or looking for helpful data.
- Societal products: Creative, Innovative Promoting ideas is contributing to societal issues , ethics, values, and also affect on imaginative patterns. It is reflecting in managing social issues and impacts understanding of impressiveness, victory, and life choices.

As promoting become compulsory part of all commerce activities. Promoting is performed by most extreme commerce by considering in mind the nearby or close clients and areas or division of operation their likes, dislikes, age, passion, convention, taste etc.

Survey carried out by The Harvard Commerce Survey uncovered “ A euro contributed in a to a great extent imaginative declaration campaign had, on normal, about twofold the bargains effect of a euro went through on anon-creative campaign. ” Imagination publicizing makes the contrast in the competitions and in the market. The thing to note down of Imaginative promotion is constraining on the Inventive conception, ideas, gifts.

The most important component which makes the difference is how else the marketers are presenting the ideas of the items or administrations which create force to the eyewitnesses intercontinental or which catch the minds of the open successfully.

- Inventive creative promotions impacts on civilities, motivates , creates sentiments and creates a long expected print.
- Inventive creative promotions is generating powerful declaration and spreading as they're like by the prospective targets markets, individuals and it'll get spread fast and long by social media.
- Powerful promoting is an It's a column to make the showcasing mix- specific offering, bargains creation, coordinate showcasing, open relations and backing.
- Creative advertising provides knowledge thereby stimulates thinking. It facilitates purchase and trial
- Inventive promoting offer assistance to makes devout, steady visitors base

## 1.6 Most liked Creative Advertisement Business and Social Awareness:

**Berger Paints**



**Fevicol**

**Don't Talk while he Drives**



**A great technique employed by naukri.com!**



This one appeals to the root cause of countless deaths



A Very tidy Independence Day wish



### 1.7 Conclusion:

Thus we can conclude that Understanding the influence of advertising creativity requires examining its strategies, effects, and implications comprehensively. Advertisement Innovative Creativity is the vital promotional tool today. All the associated sector Companies, advertising agencies, organizations want effective and efficient influential innovative advertisement campaign. Creative innovative advertisement is attracting the customers and motivating them to take the product and also creating the faith, building the image of the company. It works as an excellent communication tool and ultimately resulting in positive changes in the financial positions of the organization.

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