THE USE OF CREATIVE AND NON-CREATIVE IDEAS IN CREATING PRODUCT AWARENESS AMONG CONSUMERS

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Abstract

For most advertisers, the bigger challenges in today's world of advertising are to understand the consumer's insight and to stand out from other brands. When creative idea is no longer seen as something bizarre in advertising industry, it creates the world of creative advertising varnished from the colours of creativeness and craziness of the human sense. According to Sharma Pooja (2012) in her research, she stated that media worlds today have faced the difficulty in attracting the consumer way of thinking and intentions that bring them to the next level of purchasing process. However the bigger challenge to the advertisers is that they find it difficult to break the clutter when it comes to competing advertisements. As mentioned by Smit E. G. L., Van Meurs, Et al. (2006), likeability is important for the advertiser. This is because liking was the strongest factor that contributed to the persuasion and sale. This research strives to investigate the means of mitigating the creativity in advertisements. A theoretical study to the literature in advertising and product awareness will be explored before in depth interviews can be taken place to measure the understanding of the usage of creative and non-creative ideas in advertisements through Malaysian consumers. Through thematic analysis whereby the questions and answers will be divided following the theme will led to the result of using non-creative idea in advertisement and the use of metaphor elements in advertising can bring the impact to human ways of thinking and purchasing decision process.

Keywords: Creative idea, advertising, Communication, Media