**Advertising Creativity**

Name

Institution Affiliation

Course

Instructor

Date

**Advertising Creativity**

**How Advertising Enhances Creativity**

Creativity in advertising can be described as the ability to come up with a new object or idea through the combination of two or more objects or ideas that were not previously linked(Rosengren et al., 2020). An excellent example of how advertising can enrich creativity is the application of infographics and creative visualizations to explain and make information easily digestible. For instance, whenever car insurance firms must educate their clients on the various policies available to them and the details involved, they employ different imaginative pictures or models that bring the actual dull statistical information and make them into a relatable story. Therefore, this shows how creativity aids in the narrating or clarifying information by making it engaging, the persuading process through establishing identity, and the reminding process by making repetitious messages more engaging.

**The Creative Pyramid Model**

The Creative Pyramid, discussed in Chapter 8, is a conceptual framework comprising five layers that reflect how people receive new information. With Attention as the initial stage, Interest creates curiosity, and Credibility establishes trust, while Desire or want is instilled before finally getting to Action or response. They expand one from another, forming a logical sequence from the initial realization of the advertising plan to the final action, helping creative teams turn their advertising strategy into effective advertisements (Rosengren et al., 2020).

**Analysis of Capital One Advertisement**



It is important to note that the Capital One advertisement effectively harnesses all the levels of the Creative Pyramid. It starts by arousing Attention based on the contrast of business and beach, interest by the funny scene and eye-catching headline 'GET DOUBLE MILES YOU CAN ACTUALLY USE,' the practice of using the renowned Capital One brand name, and the articulation of some benefits, Desire is built based on the beach backdrop and the promise of double miles and finally calls to action by featuring the Venture card and highlighting the ability to use the miles ‘on any airline This strategic implementation shows how the Creative Pyramid can facilitate the creation of efficient messages when creating an advertising plan that aims to reach the intended target markets (Kem, 2014).

**References**

Kem. (2014, February 13). Learning advertising. Learning Advertising. https://advertisingprincipleskemer.wordpress.com/

Rosengren, S., Eisend, M., Koslow, S., & Dahlen, M. (2020). A meta-analysis of when and how advertising creativity works. *Journal of Marketing*, *84*(6), 39-56.