

The brainstorming approach in advertising creativity

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Abstract:

Brainstorming is a creative group approach adopted by a professional group to find a solution to a specific problem by investing in a list of spontaneous ideas contributed by the members of the group, as it is mainly used to generate new, innovative and creative ideas. Therefore, the use of this approach and the employment of its methods works to develop advertising ideas and the process of advertising creativity. Because through it, more than one method of thinking (scientific - philosophical - imaginary - religious - superstitious - liberal) is mixed, as well as patterns of thinking that may mix more than one method or deviate from the rule (intuitive - logical - mathematical - critical thinking - Scientific - creative), because each member of the brainstorming group has a different direction, style of thinking, and experience from the other. When mixing them, we reach advertising ideas that cannot be reached individually. Hence, the research dealt with how to activate the process of advertising creativity by presenting an advertisement that respects the mentality and intelligence of the recipient through the brainstorming method, by taking advantage of its advantages and the methods used in it. The research exposed to the general rules followed in the brainstorming approach, the advantages of this approach, and how to employ the methods used in it to improve the advertising creativity process, with a focus on creative thinking and how to sharpen it to produce innovative advertising ideas, explaining in the research a group of creative advertising models that were created through the brainstorming method. The study concluded that the advertising market currently needs to deviate from any traditional ideas in order to achieve the so-called perceptual sensory shock that attracts the recipient and provides him with information and data in order to convince him of the content of the advertising idea. It was also confirmed in the study that all advertising professionals at the local and international levels In their advertising plans, they tend to motivate all individuals participating in the advertising campaign to share their ideas, even if their approaches differ in a way that opens horizons for innovation and creativity to achieve advertising goals. The study found that brainstorming is a method of developing creative thinking that can be invested in advertising. But the most important findings of the study is that brainstorming has a great role for creativity in stimulating ideas, as it is used in various fields that require innovation and keeping pace with the times with all its creativity, and that there are general rules for the success of the brainstorming process, such as focusing

on quantity, blocking criticism, welcoming unusual ideas, merging ideas and improving them. It works on the development of the advertising creativity process.

Keywords: :

creativity - advertising - brainstorming

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