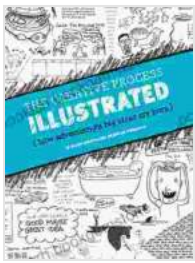


# How Advertising Big Ideas Are Born: A Comprehensive Guide to the Creative Process

In the world of advertising, big ideas are the holy grail. They're the ones that make us stop scrolling, turn the page, or pause the TV. They're the ones that make us remember a brand, share a message, and take action.



## The Creative Process Illustrated: How Advertising's Big Ideas Are Born by W. Glenn Griffin

★★★★☆ 4.3 out of 5

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Enhanced typesetting: Enabled  
Print length : 178 pages



But where do these big ideas come from? How do advertising agencies and creative teams consistently generate ideas that are both original and effective?

In this guide, we'll take a deep dive into the creative process behind advertising big ideas. We'll explore the key steps, strategies, and examples that have shaped iconic campaigns throughout history.

## The Creative Process

The creative process is a complex and iterative one. It involves a series of steps that can be repeated and refined until the final idea is born.

Here are the key steps in the creative process:

1. **Research:** The first step in any creative process is research. This involves gathering information about the target audience, the product or service, and the competitive landscape.
2. **Ideation:** Once you have a solid understanding of the research, it's time to start brainstorming ideas. This can be done individually or in a group setting. The goal is to generate as many ideas as possible, no matter how crazy or unconventional they may seem.
3. **Refinement:** Once you have a list of ideas, it's time to start narrowing them down. This involves evaluating each idea against a set of criteria, such as originality, relevance, and memorability.
4. **Execution:** Once you have a final idea, it's time to execute it. This involves creating the ad copy, designing the visuals, and producing the campaign.
5. **Evaluation:** Once the campaign is launched, it's important to evaluate its effectiveness. This can be done through a variety of methods, such as surveys, focus groups, and sales data.

## ## Strategies for Generating Big Ideas

There are a number of strategies that can help you generate big ideas.

Here are a few of the most effective:

1. **Think outside the box:** Don't be afraid to challenge the status quo and explore new and unconventional ideas.

2. **Tell a story:** Stories are a powerful way to connect with audiences. Use storytelling to create an emotional connection and make your message more memorable.
3. **Use humor:** Humor can be a great way to break through the clutter and get your message across.
4. **Be bold:** Don't be afraid to take risks and be bold with your ideas.
5. **Collaborate with others:** Brainstorming with others can help you generate more and better ideas.

## ## Examples of Big Ideas in Advertising

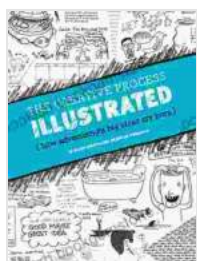
Some of the most iconic advertising campaigns of all time are based on big ideas. Here are a few examples:

- **"Just Do It" (Nike):** This simple yet powerful slogan has become synonymous with Nike and its brand of athleticism and inspiration.
- **"Think Different" (Apple):** This campaign celebrated the creativity and innovation of Apple products and helped to position the company as a leader in technology.
- **"The Man Your Man Could Smell Like" (Old Spice):** This humorous campaign used a series of witty and memorable ads to promote Old Spice deodorant.
- **"Real Beauty" (Dove):** This campaign challenged traditional beauty standards and celebrated the diversity of women.
- **"Share a Coke" (Coca-Cola):** This campaign invited consumers to share a Coke with friends and family, and it helped to create a sense of

community around the brand.

##

Creating advertising big ideas is not an easy task. It requires a combination of creativity, research, and strategic thinking. But by following the steps and strategies outlined in this guide, you can increase your chances of generating ideas that will resonate with audiences and drive results.



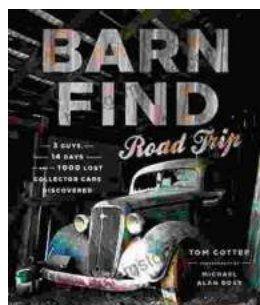
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