

Creativity I: from the concept to the campaign

Academic Year: ( 2019 / 2020 )

Review date: 28-04-2020

Department assigned to the subject: Institute for the Development of Enterprises and Markets (INDEM)

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

None

## OBJECTIVES

### COMPETENCES

CB6, To have and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.

CG2, To understand the functioning of creative processes in advertising communication.

CG4, To identify the brands strategy in the current saturated advertising market.

CE3, To identify creative techniques from the creation of the concept to the advertising campaign.

CE9, To develop and manage advertising productions aimed at traditional media and multimedia.

CE10, To identify and define communication objectives and design the most appropriate strategies in the dialogue between brands and consumers.

### LEARNING OUTCOMES

To transmit the knowledge of what are the techniques of creativity from their origin.

To cover the training in creativity from the individual-group debate to the great creative methods.

To provide learning of the creative sequence in advertising and creative formats.

To transmit knowledge of associative techniques and their operating principles to analog techniques and analog representation in advertising.

## DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to advertising creativity.

The brand concept

The CBI model (Creative Business Idea)

Case study.

2. The insight.

Generation of insights.

From the client's brief to creativity.

Strategy and insight.

3. The advertising agency.

Traditional and current structures.

The planner.

The process from the client's brief to production.

4. From the brief to the concept

Creativity and innovation. Creativity exercises

The development of the concept

Testing and telling the idea

5. From the concept to the sale

Concept and advertising genres

The presentation materials

The presentation to the client

6. From sale to execution

The concept of campaign

Process of the television campaign

Process of the digital campaign  
Process of the graphic campaign  
Social media  
Promotional marketing and direct marketing

## LEARNING ACTIVITIES AND METHODOLOGY

### LEARNING ACTIVITIES

Theoretical classes  
Practical classes  
Tutoring  
Group work  
Individual work

### TEACHING METHODOLOGY

-Lectures in class by the lecturer with the support of audiovisual media, in which the main concepts of the course will be developed. Bibliography will be provided in order to complement the knowledge of the students.  
-Critical review of readings and audiovisual material suggested by the lecturer: press articles, videos, advertising campaigns, reports, manuals and academic articles, either for class' discussion or for students to amplify and consolidate the courses's content.  
-Resolution of advertising and communication case studies posed by the lecturer, in an individual or group manner.  
-Presentation and discussion in class, under the lecturer's moderation, of topics related to the course as well as case studies.  
-Assignments and reports done by students in an indivisual or group manner.

## ASSESSMENT SYSTEM

Practical exercises and participation: 6 points.

Final Exam: 4 points.

Evaluation Criteria for the Extraordinary Exam:  
"The note of the Continuous Assessment is kepted"

<b>% end-of-term-examination:</b>	40
<b>% of continuous assessment (assigments, laboratory, practicals...):</b>	60

## BASIC BIBLIOGRAPHY

- A. Jerome J., Bonnie L. Drewniany Creative Strategy in Adverstising, University of South Carolina, Columbia, 2014
- Alice Kavounas PENSAMIENTO ESTRATÉGICO PARA CREATIVOS PUBLICITARIOS, PROMOPRESS, 2016
- Andrew McStay CREATIVITY AND ADVERTISING, ROUTLEDGE, 2013
- John Hegarty HEGARTY ON CREATIVITY, THAMES & HUDSON, 2014
- Teresa Iezzi THE IDEA WRITERS, ADVERTISING AGE, 2010
- Tom Altsel & Jean Grow ADVERTISING CREATIVE, SAGE, 2017
- W. Glenn Griffin, Deborah Morrison THE CREATIVE PROCESS ILLUSTRATED, HOW Books, 2010