

# Content Analysis of Award Winning Advertisements: Search for More Creative Elements

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## Abstract

Contents like colours, jingle, visuals, celebrity, communication and the slogan has positive effects to make creative ads. Contents have significant impact on making a creative ads and it makes a positive effect on the relationship of these contents and creativity. All advertising professionals and ad agencies should pick the concept and to make the eye catching and heart touching creative ads so that the products and services should be communicated in the most productive and effective ways. Before applying this concept a creative brainstorming session should be adopted to discuss the relevant contents after analyzing the profile of the segment and psychology of the customers the campaigns should be designed to make an impact on larger scale. This will also be helpful for managers who are looking for advertising campaigns enrich of these elements for better analysis of the ads. This content analysis of different ads can be important part to save time in creative ideas session made by the creative directors in the ad agencies. This study can be beneficial for marketers in a way that they can give them a new insight towards content analysis and creative techniques, processes and approaches. Local companies can take help from this study in a way that it can apply this broad concept of creative advertising in their respective organizations and save their brands if they are facing serious problem in terms of revenue and in terms of recall, old organizations can introduce new technique of creative advertising to boost their products and brands and can develop their own theme rather to consult an ad agency for the creative recipe.

**Keywords:** Content analysis, advertisements, award winning, creative elements.

## 1. Introduction

### 1.1 Creativity in Advertising

We cannot divide publicity from our daily life. Creativity is a general term and to determine what actually creativity is quiet difficult. Everyone has different views and opinions about creativity on individual grounds. Some people strongly believed that creativity is a structured concept one hold it at the time of birth or a person born with it, whereas some people have of their view that it's a talent which can be taught and learned. We have strongly believed that it is a mixture of both the above stated concepts. Vital factors of creativity include thoughts and originality experienced by daily habit. Thoughts are the factor we have in nature. They can be big, strong, and little and inhibited. We can consider innovation as something that can be aligned. Innovation can be cultured with proper exercise. As these two themes come together, any wonder is achievable.

Literature review confirms that research study of advertising in general is narrowly restricted (Wisal). In addition, other issues, one of the main causes is the elusive nature of creativity. More or less study it as a flash of light in creative thoughts, somewhere it is considered as the result of a more structured way of thinking.

#### 1.1.1 Importance of Creativity

In promotion, companies exist and expire by creative interactions. Creativity is a factor consumer tends to justify publicity and for the selection of the company, so the question that arises is that what precisely is creative in publicity? Creative advertisements have mostly been effective, but some advertisements are not either creative or not efficient as well. Creativity and efficiency eventually unite in the mind of customers and are not separated. We have got to inquire, what actual effectiveness is? The effectiveness of a particular advertisement is checked out by the right blend of its bang and withholding. Impact considered to be capable of an advertisement to draw concentration and withholding being the ability of an advertisement to continue to occupy spectators minds. Hence we can therefore declare by conviction that a commercial must be creative to thrive. The creativity of an ad requires being valuable in its impact and as well as in its custody. Though imagination in publicity tends to be a vital cause, one should realize that being creative should not be only for creative purpose. Creativity should be useful as well. Victorious creative techniques are an outcome as a result of investigating a plan, a hint, or a chunk of news taken out from study or from a sensitive perceptive of human nature. The factual task of the plan is to formulate that spontaneous jump that explains the bond among the trademark and its consumers (N. Priya; M. Revaty Vishal).

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#### 1.1.2 Creative process and stages of creativity

Professor Graham Wallas in 1926 put out *The Art of Thought*. The creative route has conventionally been elaborated in taking five step ladder. The first phase is **preparation**, becoming absorbed, unconsciously or

consciously, in a cluster of challenging problems that is thought-provoking and provokes curiosity.

Second stage of creativity is **incubation**, in the course of views that combine about beneath in verge of awareness. All the way through, specifically this time period, strange relations gets most chances to form. Once when we aim to answer a problematic issue knowingly, we practice info in a straight, rational style. But whenever thoughts describe to one another in their own very way, with no control of ours over the thoughts below a direct and fine pathway, surprising blends might originate. **Insight** is the third component of the creative process, at times labelled as the “Aha!” instant. In actual living there might be numerous wisdom intermixed with phases of evolution, assessment and expansion. Fourth phase is of **evaluation**, the minute the where a person must choose whether the insight is worth pursuing and valuable. This part of the process is utmost emotionally demanding, where one feels most ambiguous and doubtful. In this where the inner criterion; of the realm and the opinion of the field, generally turn out to be famous. Idea truly new, or is it general? It is an era of soul-searching& evaluating and criticizing yourself. A fifth and final phase of the process is **elaboration**. This stage, perhaps takes up the biggest time and embroils toughest working. This thing is referred by Edison that creativity comprises of 99% perspiration and 1% inspiration.

On the other hand, this conventional analytic charter developing from training to explanation provides a strictly inaccurate depiction of the creative method if it is booked too factually. An individual who generates creative support never drags via last extensive phase of elaboration. This part of the method is continuously intermixed by stages of evolution and is dotted via little discovery. Several new versions come out as the one that is seemingly very soon driving concluding touch on the original nearby.

Five-phase vision of the creative method might be too streamlined, and it could be deceptive, but it surely offers a comparatively useable and modest approach to sort out the intricacies concerned. This is vital to keep in mind still that five phases in realism are not special but normally overlay and reappear numerous times before the method is finished (Csikszentmihalyi 1996: 79-83).

The principle of novelty is the thoughtful idea which nobody has imagined before, the idea is not a novel idea; which is fresh to the originator, but common to the world (Wells, et al., 2003). In this regard it also looks a lot like Goodstein (1993) thought of “atypical ad” declaring that when an advertisement is different from atypical ads then it is said to be original. Beside this Lee and Mason (1999) embraced alike methodology to measure the novelty facet of creative advertising. However, evaluating the novelty of images, functional in advertisements which are in print form, subjects were inquired to what extent they projected the advertisement to deploy a specific image to communicate its message of advertising (Ang, et al., 2002). They recommend alike related methodology as applied by the aforementioned researchers must be implemented to assess the novelty facet of creative advertising.

In advertising literature, second important facet of creativity established is “meaningfulness” of an ad. (Haberland&Dacin, 1992; Bransford& Johnson, 1972; Ray, 1982). Goldenberg, Mazursky, and Solomon (1999) debated that in advertising only novelty is not adequate for creativity. With reference to Goldenberg et al. (1999) states that unsystematic creativity might be damaging at most horrible and incompetent at its greatest. Haynes (1999) recommends the template usage to provide the territory to search thoughtful novel ideas. These kind of templates offer rationale and logic to the creative procedure this thing determines that it’s essential for novel ideas to be meaningful (Ang et al., 2007). Bransford and Johnson (1972) studied the “theme” or “central idea” in the advertisement to assess the meaningfulness of the ad. Furthermore the meaningfulness in ad accelerates the communication of advertising info in viewer’s mind-sets. (Lee & Mason, 1999). Ang et al. (2007) contemplate “central idea” or “theme” in advertising background in this way “the main message benefit” which in fact ad is enabling to deliver, serves and express to locate the brand in consumers and viewers mind-sets. For illustration if we take the example of key tag benefit in promo advertisement of Haleeb milk which is a renowned a milk brand of Pakistan is “Thickness of Milk”, in contrast to this promo ad of Nestle milk pack which is also famous milk brand of Pakistan emphases on “Purity of Milk”. In a nut shell therefore, Meaningfulness in advertisement deliver, plays and serve as the pivot point on which the entire story encircles in the advertisement. In a way that it provides course to the thinking of spectators and attracts with guidance to them in the creation of an approach in the direction of the advertised product brand.

Third dimensional facet of creativity in the field of advertising is termed as “relevancy”. The thing which differentiates creativity in art from creativity in advertising is the target market consideration, named as connectivity (Haberland&Dacin, 1992). The dimension “relevancy” demonstrates that the meaningful information used in advertising, must also be relevant to the desires of its target market customers. The info material confined in the advertisement must be linked to the targeted audience. In the meanwhile deliberating the fundamentals of creative advertising we share Ang et al. (2007) thoughts that the kind of advertisements are at all times relevant, whose scenarios customers & viewers can straightforwardly associate to their life experiences. As a result advertisements should be more relevant to the needs and personal experience of the customers (Batra et al., 1996) these type of advertisements are further expected to answer the problems of the targeted customer audience (Ray, 1982). Therefore creative advertisements which are more connected and relevant with their

targeted audience market are well admired, influential and winning than those advertisements which have no link with their aimed audience (Haberland&Dacin, 1992).

### **1.2 Problem Statement**

The study investigates how to enhance the creativity after analyzing the contents of award winning ads.

### **1.3 Significance/Rationale of the study**

So far, the advertising creativity research has focused on three streams covering creative process, creative product characteristics and characteristics of creative personalities (Ang, Leong & Lee, 2002). Within the creative process approach, researchers have been trying to understand the creative process for better understanding and hence enhancing the creativity of advertisements. These researchers have understood that creative go through certain stages in order to develop a creative outcome. However, further research to address how advertising creativity can be enhanced is much limited. There has been consensus on the elements of advertising creativity which are novelty, meaningfulness and relevancy of advertisements. However, which element of a creative advertisement is considered more novel, meaningful and relevant by consumers is not yet understood. Content analysis is one technique which can be used to understand which element of an advertisement contributes to novelty, meaningfulness and relevance of creative advertisements. This study is the first of its nature to look at the contents of creative advertisements and integrate those advertising elements which are considered a more novel, meaningful and relevant by consumers. As such, the resulting set of advertising elements from award winning creative advertisements can be a guiding set of advertising elements that will guide the advertising professionals while designing creative advertisements and hence a better tool for the enhancement of advertising creativity in general and Pakistan in particular. More precisely, award winning creative advertisements will be content analysed to find out the most creative elements in advertisements.

### **1.4. Research Objectives**

- ✓ To content analyse award winning creative advertisements to find out which advertising elements are perceived as more creative. This will help to understand which elements advertisers should concentrate while design more creative advertisements.
- ✓ To understand the relative contribution of different factors/ components (colour, jingle) of award winning advertisements towards the total creativity of an advertisement?

### **1.5. Research Questions**

- ✓ What factors of award winning TV advertisements are perceived as most creative?
- ✓ What is the relative contribution of different factors (jingle, music) visuals and verbal components of award winning advertisements towards the total creativity of an advertisement?

### **1.6 Delimitations of the Study**

This study has two major delimitations. Firstly, it is limited to advertising sector in Pakistan and focuses on only two cities, Islamabad and Rawalpindi as we can access data easily from these two cities that's why other cities are not under consideration. Secondly, this study has taken one dimension like creativity. But award winning advertisements may also include of innovation, star appeal etc.

## **2. Literature Review**

Creativity is a very independent term, who can say truly asses, what is creative, we all have diverse opinions on whatever thing we individually think is creative. About few persons have strong have confidence in creativity as an in-built impression that you are born with it, where as other individuals ponder that it is inability which can be taught and learned. We trust it is slight of both. Vital fundamentals of creativity are truly inventiveness and imagination well-organized by routine talents. Your imagination to some degree you are born with, it could be wild and large, or small and confined. Your Inventiveness to some degree that could be well-ordered; this could be taught and learned with drill and expertise. Anything is possible if these two thoughts combine together.

### **2.1 Content analysis of advertisement: An overview**

Numerous content research studies has been done to recognize the cultural ethics demonstrated in advertising (Cheng, 1994; Cheng & Schweitzer, 1996; Cheng, 1997; Lin, 2001; Ji& McNeal, 2001; Zhang &Shavitt, 2003; Zhang, 2004; Zhang, 2008). Further researches have explored and examined the detail content information of Chinese ads (Rice & Lu, 1988; Chan, 1995; Chan & Chan, 2005). Although some other people have also paid attention on visual stratagems (Zhou, Zhou &Xue, 2005), nakedness strategy approach (Paek& Nelson, 2007), and a particular product classification (Zhou, Yau& Lin, 1997). By and large all those research studies have proposed a change from information-based advertising to emotion-based advertising.

### 2.1.1 Novelty

The principle of novelty is the thoughtful idea which nobody has imagined before, the idea is not a novel idea; which is fresh to the originator but common to the world (Wells, et al., 2003). According to Haberland and Dacin (1992) declares that every single spectator establish certain expectations form advertisements based on his / her life experiences. In this regard it also look a lot like Goodstein (1993) thought of “atypical ad” declaring that when an advertisement is different from atypical ads then it is said to be original. Beside this Lee and Mason (1999) embraced alike methodology to measure the novelty facet of creative advertising. However evaluating the novelty of images functional in advertisements which are imprint form, subjects were enquired to what extent they projected the advertisement to deploy a specific image to communicate its message of advertising (Ang, et al., 2002). They recommend alike related methodology as applied by the aforementioned researchers must be implemented to assess the novelty facet of creative advertising.

### 2.1.2 Meaningfulness

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### 2.1.3 Relevancy

Third dimensional facet of creativity in the field of advertising is termed as “relevancy”. The thing which differentiates creativity in art from creativity in advertising is the target market consideration, named as connectivity (Haberland&Dacin, 1992). The dimension “relevancy” demonstrates that the meaningful information used in advertising, must also be relevant to the desires of its target market customers. The info material confined in the advertisement must be linked to the targeted audience. In the meanwhile deliberating the fundamentals of creative advertising we share Ang et al. (2007) thoughts that the kind of advertisements are at all times relevant, whose scenarios customers & viewers can straightforwardly associate to their life experiences. As a result advertisements should be more relevant to the needs and personal experience of the customers (Batra et al., 1996) these type of advertisements are further expected to answer the problems of the targeted customer audience (Ray, 1982). Therefore creative advertisements which are more connected and relevant with their targeted audience market are well admired, influential and winning than those advertisements which have no link with their aimed audience (Haberland&Dacin, 1992).

Viewpoint of Ang et.al (2007) is that connectivity of advertisement reflects whether some sort of link formed with its spectators or not by the advertisement.

In advertising, the creativity nature with its linked elements components are discussed above point out that creativity has acquired the key dominant spot in the literature of advertising. In addition to this the above debated ideologies of creative advertisement revolves around the success of an ad. In this manner this manifests an extensive and ironic linked relation between advertising effectiveness and creative advertising. Because of this motive, creativity in advertising field has been well thoughtfully considered centrally placed fundamental figure (Ang et al., 2007).

Creativity in the domain of advertising is well acknowledged in the type of creative advertisement brilliance awards& honour's bestowed to the advertising agencies on the achievement of their outstanding creative ad making. Agreeing to an approximation round about five hundred award shows are done every year globally worldwide (Till & Baack, 2005). Names of some creativity honours are: Cannes Film Festivals Lions or Clio's awards Asian Advertising Awards, London International Advertising Awards Clio Awards, Pakistan Advertising Association Creativity Excellence Awards, Communication Arts Advertising Awards, etc. (Polonsky&Walker, 1995). Now a days each state has its own particular national and domestic awards for creative advertising. The purpose of creativity excellence awards is to break thru the bigger broadcasting chaos and to grasp meaningful consideration, attraction of the spectators in a manner to cultivate an optimistic outcome.

Advertising organisations take creativity award winning as an acknowledgement for their creative work effort (creative advertising). Likewise, creative ads have bigger content validity and face due to superior



appreciation of creative advertising from the advertising folks (West, 1993). For that reason, these creative award-winning ads are a lot considered as a well measure of research in creative advertising (Kover et al 1995; Stone, Besser & Lewis, 2000; Till & Baack, 2005). Marketing organizations takes pride on receiving award on creativity as the means of free promotion in advertising business which in terms becomes a superior instrument to fascinate fresh customers (Schweitzer & Hester, 1992; West, 1993). Achieving creativity award has an optimistic part in preserving a affirmative client-agency bond (Schweitzer & Hester, 1992).

The dialog stated above shows the prevalent acknowledgement of creativity in advertising field globally. But on the other hand research study on the creative effectiveness advertising is marginal. Some research studies which have backed this inquiry but effective success of creative advertising has continued an inconclusive discussion (Till & Baack, 2005). Creativity in advertising is if greatly encouraged from advertising practitioners and academicians (Smith & Yang, 2004), in addition to this creative ads are well-thought-out as an successive device to break through the dense broadcasting chaos (Ang et al., 2007), problematic topic of advertising effectiveness and creative advertising undoubtedly needs attention. Following upcoming segment thus efforts to discover a relationship between advertising effectiveness and creative advertising through appropriate literature.

Marra (1990) explains advertisement be duty-bound to be connected to its aimed spectators. (Ang et al., 2007). Russell and Lane (1999) also have nearly the similar understanding viewpoints as that of Marra (1990). Russell and Lane (1999) reflected creative advertisements as the stuff which grasps your attention and focus, which means that advertisement should be novel. With addition to this the advertisement should bond the spectators to the optimistic characteristics of the product item. The connectivity characteristic of creative advertisements detailed by Russell and Lane (1999) is similar to what Marra (1990) declares accurate or appropriately linked. (Ang et al., 2007).

### **3. Research Methodology**

#### **3.1. Sample Selection**

This study aims to content analyse the different elements of award winning creative advertisements of Pakistan. Particularly, those advertisements that have won the Pakistan Advertisers Society (PAS) awards have been borrowed from PAS website. Attempt was to collect those advertisements which represent a particular product category such as snacks or telecom or dairy etc. Hence, in the light of the objectives of this study, the unit of analysis of this study is PAS award winning advertisement. The elements have been taken like colour, jingle, visuals, celebrity, communication and slogan in this study.

#### **3.2. Population Frame**

The population frame of this study consists of all creative and award winning advertisements of Pakistan. **3.3.**

#### **Unit of Analysis**

Data has been gathered from business graduates in the form of focus group interviews with marketing specialization in SZABIST. Students with relevant qualification have much consistently used in previous research studies.

#### **3.4 Type of Study**

It is basically a contents analysis, therefore this is exploratory study.

#### **3.5 Instrument Development /Selection**

Interviews and questionnaire are used to collect the data from different respondents as stated in above section. Semi-structured Interview protocol has been designed in the light of literature to collect the required data. Analysis has carried out for visual and verbal creative elements of advertisements as well as individual advertising elements in each visual and verbal element of the target advertisements. The basic strategy is that in first step an interview protocol has been followed to see the liking of the students about the ads and what literature says. A questionnaire has been developed containing five questions mentioning the contents which we are studying in this research like colour, jingle, visuals, celebrity, communication and slogan. The 5 award winning ads which are on air in Pakistani media have been selected and obtained from PAS, the different categories like telecom sector, beverages sector, hot beverages, milk and snacks industry respectively, 5 ads from 2011 and 5 from 2014 from the same sector has been showed to the respondents and explained, at the same time the questionnaire has been distributed to the respondents. One ad displayed and at the same time one questionnaire needed to be filled. The data from that technique has been gathered from some 150 respondents and analyzed subsequently.

#### **3.6 Data Collection Procedures**

Interviews and Questionnaire are used to collect the data from different respondents by showing them the PAS

award winning ads of various categories. The explanation and demonstration about the questionnaire was the most challenging task to carry out this research because the technique was quite unite in this setup that the questionnaires has been distributed and ads showed and then give the respondent instruction to fill the questionnaire after every advertisement. On more thing need to be added is the nature of the data was quite sensitive because the inattentive behavior of the respondent could change the scenario as we have to collect the data and needed to get the percentage of the variables like colour, jingle, visuals, celebrity, communication as well as slogan and slight difference may create hurdle to analyze which element has more percentage and could be more contributing to develop the most creative ad. Whereas secondary data has been extracted from the relevant research articles from the advertising scholars who have done their studies in the past to avoid reinventing the wheel. Recommended literature which can support well the argument have made in this study has been short listed and took the relevant material.

### 3.7 Data Analysis Techniques

Statistical tool has been applied to analyse the data like i.e SPSS.20

## 4. Data Analysis & Findings

This chapter is about the data analysis of the study. We went through the descriptive statistics to find out the mean, and standard deviation of the variables like colour, jingle, visuals, celebrity, communication, slogan and Ad type. In this chapter we also run the ANOVA test to find out the mean differences between the main variables. Chi square has been run to find the association of these variables i.e colour, jingle, visuals, celebrity, communication, slogan with Ad type. Chi square does not express the how much strong association exists between the variables rather it only shows that is there any association between the variable or not.

### 4.1 Descriptive statistics

Following table shows the descriptive statistics like mean and standard deviation of the variables i.e colour, jingle, visuals, celebrity, communication, slogan and Ad type.

The following table shows the mean and standard deviation of the colour which is 2.1 and .94 respectively. Mean and standard deviation of the jingle is 1.91 and .822, mean and standard deviation of the visuals which are 1.88 and .76 respectively. Similarly the mean and standard deviation of celebrity is 2.00 and .86 the mean and standard deviation of the communication is 2.33 and .83 respectively. Moreover, the mean and standard deviation of slogan is 2.38 and .95. Finally the mean and standard deviation of Ad type which is 3.00 and 1.41 respectively.

**Table 2. Descriptive statistics**

	Mean	SD
Colour	2.15	.94
Jingle	1.91	.82
Visuals	1.88	.76
Celebrity	2.00	.86
Communication	2.33	.83
Slogan	2.38	.95
Ad type	3	1.41

The following table shows the percentage of the variables, colour, jingle, visuals, celebrity, communication and slogan with reference to strongly influenced (SI), influenced (I), little influenced (LI) and did not influenced (DI) at all. The schedule depicted the story talking about the variable colour that 28.9 % of the respondents are strongly influenced, 35.8 % are influenced whether 26% are just little influenced and 9.3% are did not agrees with the argument that colour is the factor which make any difference in terms of creativity in the ads. Analysis in terms of variable jingle shows the result that 34.9 % of the respondents are strongly influenced, 43.1% influenced, 18.2 have little impact of the jingle and 3.8% people did not influenced from the jingle. The Result from the variable visuals reflects that 33.6% students has been strongly influenced while 46.4% respondents are influenced. 18.2 % respondents have little influenced with the fact that visuals can be the factor makes ads creative whether 1.8% did not support the fact and did not influenced at all. By taking the variable celebrity in their minds the 33.3% respondents believe on it strongly, 36.7% respondents were just influenced, while 26.4% have little impact of celebrity and 3.6% have did not influenced.

The schedule depicted the story talking about the variable communication that 19.3 % of the respondents are strongly influenced, 32.4 % are influenced whether 43.6% are just little influenced and 4.7% are did not agrees with the argument that communication is the factor which make any difference in terms of creativity in the ads. The Result from the variable slogan reflects that 21.1% students have been strongly

influenced while 31.5% respondents are influenced. 35.3 % respondents have little influenced with the fact that slogan can be the factor makes ads creative whether 12.2% did not support the fact and did not influenced at all.

**Table 3. Reported Percentage**

<i>%age</i>	<i>LI</i>	<i>DI</i>	<i>SI</i>	<i>I</i>
Colour	26.0	9.3	28.9	35.8
Jingle	18.2	3.8	34.9	43.1
Visuals	18.2	1.8	33.6	46.4
Celebrity	26.4	3.6	33.3	36.7
Communication	43.6	4.7	19.3	32.4
Slogan	35.3	12.2	21.1	31.5

The following table shows the ad type that the ads have been taken from different sectors or industries. All the ads has been taken from 5 sectors like telecom sector, beverages sector, hot beverages, milk and snacks industry respectively. 5 PAS award winning ads were selected from 2011 and 5 award winning ads selected from 2012 from the same category therefor 20% each categorized from 5 different sectors.

**Table 4. Percentage of ads**

Ad Type	Percent	
Valid	telecome	20.0
	beverages	20.0
	Hot beverages	20.0
	milk	20.0
	snacks	20.0
	Total	100.0

ANOVA test which we undertake is an assortment of statistical prototypes which are used in order to examine the transformations between the group means and their related events. The experimental variance into the specific variable is separated into components attributable to diverse causes of variation. In its modest form, ANOVA runs a statistical trial of whether positively or inversely the means of the different groups are alike. ANOVAs are extremely beneficial in associating (testing) three or more means (groups or variables) for statistical implication. The language of ANOVA is basically from the statistical strategy of tests. The transformer corrects factors and dealings responses in a try to control an outcome. Factors are assigned to investigational units by the mixture of randomization and delaying to ensure the validity the relevant results. Responses show that unpredictability that is somewhat the outcome of the result and is partially random fault.

ANOVA is fusion of numerous ideas and has applied for multiple purposes. As a significance, it is hard to define briefly or accurately.

The following table shows the results of ANOVA. From this table it is strong evidence that the significant value which is .04 for colour which is less than .05, which means that there is a significant difference between the groups. The significant value of jingle according to the extracted facts is .00 which is less than .05 which explains that there is a significant difference between the groups. The significant facts of visuals are .002 which is again less than .05, it projects the significant difference between the groups. Similarly, the significant value which is .001 for the variable celebrity is less than .05 which means that there is a significant difference between the groups. Furthermore, the significant value of communication fits exact .03 which is less than .05 that means there is a significant difference between the groups. Finally the significant value of the variable slogan is .005 which is less than .05 which shows that there is a significant difference between the groups.

**Table 5. ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Colour	Between Groups	7.807	4	1.952	2.194	.048
	Within Groups	484.745	545	.889		
	Total	492.553	549			
Jingle	Between Groups	17.000	4	4.250	6.535	.000
	Within Groups	354.455	545	.650		
	Total	371.455	549			
Visuals	Between Groups	9.836	4	2.459	4.359	.002
	Within Groups	307.482	545	.564		
	Total	317.318	549			
celebrity	Between Groups	13.629	4	3.407	4.709	.001
	Within Groups	394.364	545	.724		
	Total	407.993	549			
Communication	Between Groups	3.444	4	.861	1.223	.030
	Within Groups	383.655	545	.704		
	Total	387.098	549			
slogan	Between Groups	13.375	4	3.344	3.774	.005
	Within Groups	482.909	545	.886		
	Total	496.284	549			

#### 4.2 Pearson's chi-squared test

Chi-squared test applied to circles of unconditional data to evaluate how expected it is that any experimental variance among the sets ascended accidentally. It is appropriate for unpaired data from big models. It is most broadly application of numerous chi-squared tests like possibility proportion, multiple tests in time series. Numerical actions that the results are gathered by situation to chi-squared dissemination. The proceedings measured must be mutually exclusive contained with the total possibility. A mutual case is where the actions each refuge the result of a definite variable.

#### 4.3 Color

The below table shows the Pearson's chi-squared value of colour with Ad type which is 39.76 and also it is significant ( $p=.000<.05$ ) which means that there is an association between colour and Ad type. The above description elaborates that for a good Ad colour is an important element.

**Table6. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.762 <sup>a</sup>	12	.000
Likelihood Ratio	41.098	12	.000
Linear-by-Linear Association	1.962	1	.161
N of Valid Cases	550		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.20.

#### 4.4 Jingle

The below table shows the Pearson chi-squared value of jingle with Ad type that is 38.65 and which is also significant ( $p=.000<.05$ ) it reflects that there is strong association between jingle and Ad type. The above explanation is the evidence that for highly appreciated Ad sound or song is the important factor.

**Table 7. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.653 <sup>a</sup>	12	.000
Likelihood Ratio	42.250	12	.000
Linear-by-Linear Association	7.358	1	.007
N of Valid Cases	550		

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is 4.20.

#### 4.5 Visuals

The following figures shows the Pearson's chi-squared value of visuals with Ad type which is exactly 33.51 and



also containing significant value i.e ( $p=.001<.05$ ) which reflects that there is an association between visuals and type of the ad. We already have discussed in detail that for an attractive ad visuals are one of the essential element.

**Table 8. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.512 <sup>a</sup>	12	.001
Likelihood Ratio	36.217	12	.000
Linear-by-Linear Association	14.799	1	.000
N of Valid Cases	550		

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is 2.00.

#### 4.6 Celebrity

The below table explains the Pearson chi-squared value of the variable celebrity with ad type and that is 24.14 and also result shows it significant ( $p=.019<.05$ ) that means there is an association among celebrity and ad type. The above story strongly advocates that for a good ad celebrity appeal can play a vital role.

**Table 9. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.143 <sup>a</sup>	12	.019
Likelihood Ratio	24.807	12	.016
Linear-by-Linear Association	.044	1	.834
N of Valid Cases	550		

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is 4.00.

#### 4.7 Communication

The following picture shows the Pearson's chi-squared value of communication with ad type which is 41.85 which is also significant ( $p=.000<.05$ ) it means that there is an association between communication and ad type. The above description clearly elaborates that for an eye catching ad communication is an important element to consider.

**Table 10. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.852 <sup>a</sup>	12	.000
Likelihood Ratio	49.221	12	.000
Linear-by-Linear Association	.806	1	.369
N of Valid Cases	550		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.20.

#### 4.8 Slogan

The below table reflects the Pearson's chi-squared value of slogan along with ad type which is 26.18 and also it is significant ( $p=.010<.05$ ) which means that there is an association between slogan and ad type. The above description elaborates that for a good ad slogan is an important element.

**Table 11. Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.184 <sup>a</sup>	12	.010
Likelihood Ratio	28.244	12	.005
Linear-by-Linear Association	5.213	1	.022
N of Valid Cases	550		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.40.

### 5. Discussion and Findings

The result shows that the respondent agrees with the argument made by the researcher that described elements are essential ingredients for a creative and highly appreciated. The mean and standard deviation of the colour which is 2.1 and .94 respectively. Mean and standard deviation of the jingle is 1.91 and .822, mean and standard deviation of the visuals which are 1.88 and .76 respectively. Similarly the mean and standard deviation of celebrity is 2.00 and .86 the mean and standard deviation of the communication is 2.33 and .83 respectively. Moreover, the mean and standard deviation of slogan is 2.38 and .95. Finally the mean and standard deviation of Ad type which is 3.00 and 1.41 respectively.

All the results show that overall model developed for the research is significant. The significance of

model shows that these contents play a vital role in uplifting the image of any advertisement. In this study we have seen the content analysis of award winning advertisements and we were in search of the most creative element and the impact was positive as p-value was less than .05%

The percentage of the variables, colour, jingle, visuals, celebrity, communication and slogan with reference to strongly influenced (SI), influenced (I), little influenced (LI) and did not influenced (DI) at all. The results depicted the story talking about the variable colour that 28.9 % of the respondents are strongly influenced, 35.8 % are influenced whether 26% are just little influenced and 9.3% are did not agrees with the argument that colour is the factor which make any difference in terms of creativity in the ads. Analysis in terms of variable jingle shows the result that 34.9 % of the respondents are strongly influenced, 43.1% influenced, 18.2 have little impact of the jingle and 3.8% people did not influenced from the jingle. The Result from the variable visuals reflects that 33.6% students have been strongly influenced while 46.4% respondents are influenced. 18.2 % respondents have little influenced with the fact that visuals can be the factor makes ads creative whether 1.8% did not support the fact and did not influenced at all. By taking the variable celebrity in their minds the 33.3% respondents believe on it strongly, 36.7% respondents were just influenced, while 26.4% have little impact of celebrity and 3.6% have did not influenced.

The findings depicted the story talking about the variable communication that 19.3 % of the respondents are strongly influenced, 32.4 % are influenced whether 43.6% are just little influenced and 4.7% are did not agrees with the argument that communication is the factor which make any difference in terms of creativity in the ads. The Result from the variable slogan reflects that 21.1% students have been strongly influenced while 31.5% respondents are influenced. 35.3 % respondents have little influenced with the fact that slogan can be the factor makes ads creative whether 12.2% did not support the fact and did not influenced at all.

The result shows the ad type that the ads have been taken from different sectors or industries. All the ads have been taken from 5 sectors like telecom sector, beverages sector, hot beverages, milk and snacks industry respectively. 5 PAS award winning ads were selected from 2011 and 5 award winning ads selected from 2012 from the same category therefor 20% each categorized from 5 different sectors.

The result from ANOVA reflects strong evidence that the significant value which is .04 for colour which is less than .05, which means that there is a significant difference between the groups. The significant value of jingle according to the extracted facts is .00 which is less than .05 which explains that there is a significant difference between the groups. The significant facts of visuals are .002 which is again less than .05, it projects the significant difference between the groups. Similarly, the significant value which is .001 for the variable celebrity is less than .05 which means that there is a significant difference between the groups. Furthermore, the significant value of communication fits exact .03 which is less than .05 that means there is a significant difference between the groups. Finally the significant value of the variable slogan is .005 which is less than .05 which shows that there is a significant difference between the groups.

The result shows the Pearson's chi-squared value of colour with Ad type which is 39.76 and also it is significant ( $p=.000<.05$ ) which means that there is an association between colour and Ad type. The above description elaborates that for a good Ad colour is an important element.

The result expresses the Pearson chi-squared value of jingle with Ad type that is 38.65 and which is also significant ( $p=.000<.05$ ) it reflects that there is strong association between jingle and Ad type. The above explanation is the evidence that for highly appreciated Ad sound or song is the important factor.

The result demonstrates the Pearson's chi-squared value of visuals with Ad type which is exactly 33.51 and also containing significant value i.e ( $p=.001<.05$ ) which reflects that there is an association between visuals and type of the ad. We already have discussed in detail that for an attractive ad visuals are one of the essential element.

The result explains the Pearson chi-squared value of the variable celebrity with ad type and that is 24.14 and also result shows it significant ( $p=.019<.05$ ) that means there is an association among celebrity and ad type. The above story strongly advocates that for a good ad celebrity appeal can play a vital role.

The result shows the Pearson's chi-squared value of communication with ad type which is 41.85 which is also significant ( $p=.000<.05$ ) it means that there is an association between communication and ad type. The above description clearly elaborates that for an eye catching ad communication is an important element to consider.

The result explains the Pearson's chi-squared value of slogan along with ad type which is 26.18 and also it is significant ( $p=.010<.05$ ) which means that there is an association between slogan and ad type. The above description elaborates that for a good ad slogan is an important element.

### **5.1 Managerial Implications**

This study has wide managerial implications. It will help the advertisers that how must these elements colour, jingle, visuals, celebrity, communication and slogan are important for making the successful ad and how to reflect the products and brands and to increase brand image and to communicated as well as standards that can

enhance the brand equity which will ultimately refers to a good profit margin. This will also be helpful for managers who are looking for advertising campaigns enrich of these elements for better analysis of the ads.

This content analysis of different ads can be important part to save time in creative ideas session made by the creative directors in the ad agencies. This study can be beneficial for marketers in a way that they can give them a new insight towards content analysis and creative techniques, processes and approaches.

Local companies can take help from this study in a way that it can apply this broad concept of creative advertising in their respective organizations and save their brands if they are facing serious problem in terms of revenue and in terms of recall, old organizations can introduce new technique of creative advertising to boost their products and brands and can develop their own theme rather to consult an ad agency for the creative recipe.

## 5.2 Limitations

- This study is limited to twin cities Rawalpindi and Islamabad only.
- Data was only collected from students of SZABIST based on convenience.
- Respondents were also limited because of time constraint.
- Limited to the students rather than advertising professionals.

## 6 Recommendations and Conclusion

### 6.1 Recommendation

The study should undertake further by involve advertising professionals like creative department, art directors and more contents need to be tested like taste, fragrance, ego appeal, sensory appeals etc. The future researcher should consider the following matters:

- As sample size was limited so the sample size should be increased.
- Future researchers should look for other type of respondents like fashion related professionals and the people having profiles like trend setters.
- Work can be done on national and international setups as well.

### 6.2 Conclusion

Contents like colours, jingle, visuals, celebrity, communication and slogan has positive effect to make creative ads. Contents have significant impact on making a creative ads and it makes a positive effect on the relationship of these contents and creativity. All advertising professionals and ad agencies should pick the concept and to make the eye catching and heart touching creative ads so that the products and services should be communicated in the most productive and effective ways. Before to apply this concept a creative brainstorming session should be adopted to discuss the relevant contents after analysing the profile of the segment and psychology of the customers the campaigns should be designed to make an impact on larger scale.

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