

Abstract

The study of creative thinking techniques in advertising is a qualitative research conducted by in-depth interview of creative people in advertising agency in Bangkok. The purpose of this research are as follows :

1. to study information needed for creative people to create advertisement
2. To study the importance of advertising concept and advertising execution
3. To study the evaluation methods of advertising concept and advertising execution
4. To study creative thinking in terms of the follows:
  - 4.1 Creative process
  - 4.2 Creative thinking techniques for advertising concept and advertising execution
5. To study factors that influence creative thinking

The results of the research are as follows:

1. There are three majors areas that creative people use to develop advertisement.
  - 1.1 Functional benefits and emotional benefits of a product
  - 1.2 Emphasizing benefits and tone of voice of competitive ads.
  - 1.3 Consumer Insight
2. Knowing advertising concept is the most important factor for creative people to create any advertisement. It is what to say to consumers. However, nowadays advertising concept for each product is quite similar, advertising execution is increased its role to make differentiation among products.
3. There are three similar issues that creative people use to evaluate advertising concept and advertising execution; consumer relevance, simplicity and memorability
4. Creative people develop advertising concept and advertising execution vy the same creative thinking techniques. However, the must focus on the product information, competitors and consumers before creating creative concept
5. The study found that there are three creative thinking techniques in advertising; brainstorming, asking question and associate thinking
6. The study found that creative personality, company policy company structure and client influence creative thinking process.