

THE DEVELOPMENT OF ADVERTISING TECHNOLOGY

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Abstract: The article investigates the development of advertising technologies. Brainstorming is one of the examples that can help to create new modern ideas.

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Modern advertising activity includes a creative approach to the work with the selection of individual decisions and with the creation of concepts to generate modern ideas that would be interesting for the consumers. Creative advertisement can sell products and services effectively, as well as attract customers to the brand. The main objective of a creative manager is to produce such an advertisement that increases companies' trademark recognition and increases target audience.

Product positioning in the advertising campaign - is to create a visual image, composition and story. Artistic creativity in advertisement is not just a job, it's a creative perception, it is a flight of fantasy and creative approach.

How does this occur? The first the most interesting and effective method – is a method of brainstorming.

Brainstorming is an inexhaustible source of new ideas and innovative solutions. Brainstorming technique is well known and has been used successfully for decades in various spheres of human activity. (Метод мозгового штурма Свободная энциклопедия Википедия [сайт]. URL http://ru.wikipedia.org/wiki/%D0%9C%D0%B5%D1%82%D0%BE%D0%B4_%D0%BC%D0%BE%D0%B7%D0%B3%D0%BE%D0%B2%D0%BE%D0%B3%D0%BE_%D1%88%D1%82%D1%83%D1%80%D0%BC%D0%B0)

Pace of modern business life seems so quick, decisions are done immediately, and there is an impression that there is absolutely no time and space for creativity, especially for the process of organizing the creativity. Advertising tutorials offer a clear division of roles. An appropriate specialist (e.g. copywriter) invents creative ideas, but collective creative work distracts people, breaks the established forms of employees' communication. Why do we need to attract those who still do not have enough time to saturate in a subject? We have lived so long in the ideology of forced collectivism, that now each person wants to do everything himself, wants to express himself and to share with no one, and doesn't need anyone! In addition, there is a problem of copyright - whether creative person wants to share his ideas with potential competitors?

What is brainstorming? It is a group method of collective production of new creative ideas, which was developed in the 1930s. It is used in many different areas – in scientific, technical, management, creative tasks to search versions of behaviors within complex social or personal situations. (Ткаченко, 2009)

The essence of this method is that the process of offering ideas is separated from the process of critical evaluation and selection. Also, there are some different varieties of techniques of incorporating fantasy to make a better use of human's potential to find solutions. For example, sometimes one attracts laymen, due to ignorance they can make crazy offers, which stimulate the imagination of experts.

This makes it possible to find something really unusual, new and creative that could have passed by due to its unfamiliarity. Such method of searching for new creative solutions can be applied

even for yourself, as a “thought” experiment, but the real effectiveness of group action is incomparably higher.

One variant of brainstorming technique is well-known to more than one generation of viewers of beloved TV program: “What? Where? When?” The criticism of any idea is strictly prohibited. This is necessary not to interfere with creative thinking. It is necessary to evaluate any expressed idea positively, even if it seems absurd. This, of course, is difficult to do, but the demonstrated support and encouragement can stimulate the generators and inspire new ideas.

Crazy ideas are the best ideas. It is desirable for participants of brainstorm to try to abandon stereotypes and template solutions and manage to look at the problem from a new perspective. There is a need to put forward as much as possible ideas and record all these ideas. There is a need to find a grain of truth in every idea. This means that you need to focus on finding a constructive proposal in any idea. It is important to materialize fetus of brainstorming in the shortest time. (Развитие креативных технологий в рекламе [сайт]. URL <http://www.advertme.ru/creative/razvitie-kreativnyh-tehnologij-v-reklame>)

Brilliant creative ideas are often born in the warm atmosphere of informal communication over a pint of beer or long sleepless nights in someone’s apartments. So there is no guarantee that the muse will visit you in a certain place, use all methods for creative ideas.

To summarize everything, creativity includes a large advertising process, which focuses on quality implementation of the goals. Only creative and imaginative approach to the advertising concept allows you to create unique and extraordinary advertising messages with the greatest impact.

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