

## CREATIVE STRATEGY IN ADVERTISING 10TH EDITION

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? The creative strategy statement consists of the advertising theme; the executional styles and the advertising appeals. The advertising theme is the general idea that runs through the campaign and relates to the central message of the brand (Clow & Baack,

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Advertising creativity is the skill of generating novel ideas that can serve as solutions to the various communication gaps. Creative strategies are developed by the creative teams of the ad agency. They determine the content of the message to be used in the advertisements by preparing a definite outline. These strategies are developed to meet the advertising goals and objectives.

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