

Arseniy G. Azoev
Post-graduate student
State University of Management

ECONOMIC ASPECTS OF USE OF CREATIVE SOLUTIONS IN MARKETING COMMUNICATIONS

Stiffening of competition is the main tendency, which is observed today on practically all Russian markets. It affects all business sectors, especially marketing. Advertising campaigns can develop on intensive or extensive ways. Contrary to foreign competitors the Russian companies often cannot compensate the privation of goods' uniqueness and its communication by simple extension of the advertisement. In the conditions of congestion of the market by the advertisement at construction of communicative strategies the creative approach – emphasis on the most creative element in the whole complex of marketing communications – plays a very great role today.

Creativeness helps to achieve results at serious limitations in opportunities – financing, time or others. Paying attention to this approach is nearly the only chance for young companies, which come into and develop on extremely competitive markets.

In the majority of cases these are non-standard solutions with the help of which it is possible to achieve the performance targets as soon as possible – allow to increase the productivity when it is very important.

At using of bright creative solutions the effective commutation does not have direct correlation with large expenses: good ideas are as a rule cheaper than standard alternatives.

So the creative solutions are the actions, which make it possible to achieve results, better than expected, without sufficient modification of existing opportunities or other conditions, they are original, and sometimes they violate the accepted standards.

Creative process is the transformation by means of discussions, logics and imaging of source information about strategy, aims, goals, consumer, market, personal knowledge and ideas into the concept of advertising communication. The concept is the aggregate of measures on promotion of a product in a specific territory, within a special period of time, starting from the «main idea» and finishing with specific advertisements in all channels applied in a company.

Formulation of an idea is achieved after discussions; it becomes an image due to imagination. An idea becomes an advertisement as a result of skills, application of artistic solutions and art. So the notional core of the effective advertisement is a figurative interpretation of the marketing strategy as a whole and, especially, advertising offer, created on the basis of this strategy. Upon the condition of successful figurative «transformation» an ordinary goods is transferred into extraordinary.

An idea that is successfully realized not just attracts attention of potential consumers: it forms a unique individuality of a brand. The most important feature of a selling idea – ability to convince and make people believe, to make consumer benefit evident.

The differential peculiarities of a creative idea can include the following: innovation, originality, creation of a new style, memorability and consequence.

The efficiency of creative solutions is manifested when they attract attention and arouse interest, create positive attitude towards a brand and strengthen the reliance to it, prepossess to purchase and increase sales.

It is necessary to take into account the following main aspects in the advertisement at creative approach:

- Space for art, when it comes to advertisement, is restricted by vectors and limits of commercial activity. At creation of the advertisement, with the help of which one solves the business problems, it is not recommended to be guided by inward impulses only. Advertisement, including the creative one, is not the art, it only includes some of its elements in the applicative form. The way of creative thought is rather strictly controlled by creative brief – the document, briefly defining the market situation and specific goals of the advertisement.

- Realization of creative solutions often requires from a company a more efficient interaction and efforts, then making steps which are standard, but proved its efficiency.

- Creative solution must be supported by all components of the marketing. Creative solutions often die due to non-correspondence of other components to it. If we talk about goods, then the creativeness can be manifested in the decisions on its development according to the requirements of the dynamic market. The same can be said about price formation, sale and human recourses, as all these areas of activities of a company participate in communication with a consumer.

- Copying or reproduction of others' creative solutions must be carried out very carefully. The matter is not only the authorship protection. Besides the solution and its results there are conditions, in which the solution has been applied. In this case exploration of borrowed experience and examples is the necessary condition, but not the guide for action.

Application of creative solution at all stages of creation of communication strategy as the main one is the necessary condition on the majority of modern markets of goods and services. At correct use such an approach enhances the communication effect, but often requires sufficient expanses in comparison with traditional tested schemes of creation of an advertisement and its interaction with the audience.