

Methods of Creating Innovative Ideas in Social Awareness Advertisements

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Abstract:

Creativity is the heart and soul of Advertising. Creating innovative ideas is the most important reason for the advertising message success. The creative idea has the ability to attract and convince the targeted audience. The Social Awareness Ad is a type of a nonprofit advertising that aims at convincing people to give up on a habit that might be of any harm to them, or to warn them of an expected danger or it could be in the form of convincing them to donate or volunteer. This paper investigates in the understanding of the importance of the "BIG IDEA" in the Social Awareness Ad design, it investigates how ideas are created, the methods used to generate and adapt ideas, then focuses on the best ways to manipulate these innovative thoughts and how to utilize them creatively in Social Awareness Advertisements. This paper also looks closely into selected samples of some of the world's largest companies. Finding these creative ideas plays a very important role in the success of the Social awareness Ad and its ability to convince the targeted audience as it interprets the advertising message in an attractive and effective way that leads to influencing the minds of the targeted viewers through the impact of the creative & powerful messages. The paper also found that using Shape and Color semiotics that suits the minds of the targeted audience, helps the advertising message to be conveyed more clearly and effectively.