Philosophy of design thinking as a creative methodology for designing interactive advertising campaigns

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Abstract:

This study deals with design thinking as a creative methodology that aims to solve design problems and employ it to design and produce interactive advertising campaigns that serve the advertising goal. This study deals with four sections; the first section dealt with design thought's nature, emergence, stages, and importance. The second section reviewed instructiveness in advertising campaigns and the importance of interactive advertising campaigns for both the advertiser and the user. The third section discussed the creative strategy for designing advertising campaigns through design thinking, in which the creative methodology presented in designing interactive advertising campaigns through design thought. Finally, the fourth section included the analytical study that dealt with two interactive campaigns in Saudi Arabia, particularly the "Spirit of Saudi," the campaign of the Ministry of Tourism, and the ten-plus-year campaign of the "Shawarmer" Fast Food Company. The most important results of this study signified that the design of interactive advertising campaigns requires an organized methodology characterized by creativity and innovation to achieve the desired effect and goal. In addition, design thinking is a creative methodology that contributes to finding innovative approaches to designing interactive advertising campaigns. To sum up, the study suggests conducting more Arabic studies on design thinking as a creative approach applied in all fields. Further, adopting a creative strategy in employing design thinking to design interactive advertising campaigns in advertising agencies.

Keywords: