

# **Quantifying the Advertising- Creativity Assessments of Consumers Versus Professionals Does It Matter Whom You Ask?**

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# Key Questions

Can consumers really assess the creativity of an advertisement?

Whose perception of creativity should matter the most?

Do advertising agencies have a clear definition of how they think about creativity?

# Research Question

“How do advertising professionals’ and consumers’ creativity ratings correlate with consumers’ attitudes toward the advertisement, attitudes toward the brand, and purchase intentions?”

# Three dimensions of creativity

# Three dimensions of creativity

- Originality



Photo: pexels.com

# Three dimensions of creativity

- Originality
- Appropriateness



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# Three dimensions of creativity

- Originality
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- Execution



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# Three dimensions of creativity

Professionals Consumers

- Originality
- Appropriateness
- Execution

# Three dimensions of creativity

Professionals   Consumers

- Originality                      +
- Appropriateness                      +
- Execution                      +

# Study 1

|                   | Professionals | Consumers |
|-------------------|---------------|-----------|
| • Originality     | +             |           |
| • Appropriateness |               | +         |
| • Execution       |               | +         |

Study 1: 2,256      4,273

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Study 1: 2,256      4,273

## **Working Experience**

- 63.5 percent had more than 10 years
- 25.4 percent had five to 10 years,
- 6.7 percent had three to five years,
- 3.3 percent had one to three years, and
- 1.1 percent had less than one year

# Study 1

|                   | Professionals | Consumers |
|-------------------|---------------|-----------|
| • Originality     | +             |           |
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Study 1: 1,570      4,273

## **Working Experience**

- 27.1 with strategy
- 41.7 with creation
- ~~30.4~~ other

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GULDÄGGET

# Study 1

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| • Originality     | +             |           |
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| • Execution       |               | +         |

Study 1: 1,570      4,273

- Ad attitude?
- Brand attitude?
- Purchase intentions?



# Factor analysis

**TABLE 2**

Study 1: Factor Analysis of Dimensions of Creativity  
For Consumer and Practitioner Samples

| Dimension of Creativity | Consumer Sample Component |             |             | Practitioner Sample Component |             |             |
|-------------------------|---------------------------|-------------|-------------|-------------------------------|-------------|-------------|
|                         | 1                         | 2           | 3           | 1                             | 2           | 3           |
| Novel                   | <b>.829</b>               | .297        | .306        | <b>.794</b>                   | .334        | .317        |
| Unexpected              | <b>.894</b>               | .200        | .199        | <b>.816</b>                   | .295        | .304        |
| Original                | <b>.826</b>               | .266        | .325        | <b>.835</b>                   | .309        | .318        |
| Relevant                | .218                      | <b>.865</b> | .180        | .271                          | <b>.834</b> | .229        |
| Appropriate             | .271                      | <b>.841</b> | .259        | .293                          | <b>.877</b> | .284        |
| Adequate                | .231                      | <b>.793</b> | .320        | .344                          | <b>.699</b> | .323        |
| Well made               | .332                      | .309        | <b>.858</b> | .377                          | .344        | <b>.806</b> |
| Skillful                | .353                      | .340        | <b>.835</b> | .438                          | .377        | <b>.759</b> |

# Factor analysis

**TABLE 3**

Study 1: Factor Analysis of Overall Creativity Rating, Advertisement and Brand Attitude, and Purchase Intentions In the Consumer Sample

| Variable               | Component   |             |             |             |
|------------------------|-------------|-------------|-------------|-------------|
|                        | 1           | 2           | 3           | 4           |
| Creativity             | <b>.909</b> | .107        | .196        | .351        |
| Advertisement attitude | .450        | .124        | .283        | <b>.838</b> |
| Brand attitude         | .220        | .347        | <b>.874</b> | .261        |
| Purchase intentions    | .095        | <b>.954</b> | .267        | .097        |

# Correlation with ad effects

**TABLE 4**

Study 1: Pearson Correlation Coefficients for Consumers' And Professionals' Perceived Creativity

| Variable               | Perceived Creativity |                           | Difference between Correlation Coefficient ( $\Delta Z$ ) |
|------------------------|----------------------|---------------------------|---|
|                        | Consumers            | Advertising Professionals |   |
| Advertisement attitude | .269**               | .220**                    | 1.80*   |
| Brand attitude         | .136**               | .099**                    | 1.29, <i>ns</i>   |
| Purchase intentions    | .074**               | .084**                    | -0.35, <i>ns</i>  |

Note: For the consumer sample,  $n = 4,398$ ; for the practitioner sample,  $n = 1,570$ . \* $p < .05$ . \*\* $p < .01$ .

# Rating of dimensions

**TABLE 6**

Study 1: Consumers' and Advertising Professionals' Perceptions Of Creativity (H1–H3)

| Independent variable | Dependent Variables             |                                     |                   | t      |
|----------------------|---------------------------------|-------------------------------------|-------------------|--------|
|                      | Consumers' Perceived Creativity | Practitioners' Perceived Creativity | Interaction Dummy |        |
|                      | $\beta$                         | $\beta$                             | $\beta$           |        |
| Originality (H1)     | .402**                          | .634**                              | .356**            | 9.754  |
| Appropriateness (H2) | .198**                          | .138**                              | -.092**           | -2.532 |
| Execution (H3)       | .318**                          | .208**                              | -.212**           | -5.448 |
| $R^2$                | .648                            | .816                                |                   |        |
| n                    | 4,398                           | 1,570                               |                   |        |

Note: Data shown are from linear regressions. \*\* $p < .01$ .

# Rating of dimensions

TABLE 5

Study 1: Consumers' and Advertising Professionals' Perceptions of Creativity for Each Advertisement

| Camp. | Consumer Sample |                |       |       |       | Practitioner Sample |                |       |       |       |
|-------|-----------------|----------------|-------|-------|-------|---------------------|----------------|-------|-------|-------|
|       | Creativity      | R <sup>2</sup> | β     |       |       | Creativity          | R <sup>2</sup> | β     |       |       |
|       |                 |                | Ori.  | App.  | Exe.  |                     |                | Ori.  | App.  | Exe.  |
| 1     | 5.66            | .68            | .32** | ns    | .52** | 5.55                | .69            | .64** | ns    | .24** |
| 2     | 5.15            | .60            | .38** | .20** | .33** | 5.87                | .66            | .77** | .23*  | ns    |
| 3     | 4.73            | .73            | .39** | .15** | .38** | 4.60                | .71            | .58** | ns    | .26** |
| 4     | 4.65            | .60            | .44** | .19** | .27** | 4.62                | .75            | .60** | .22** | .16*  |
| 5     | 4.64            | .54            | .42** | ns    | .23** | 3.62                | .75            | .76** | ns    | .17** |
| 6     | 4.51            | .56            | .50** | .20** | .20** | 2.01                | .70            | .59** | ns    | .31** |
| 7     | 4.36            | .59            | .38** | .15*  | .35** | 3.28                | .85            | .68** | .29** | ns    |
| 8     | 4.29            | .68            | .54** | ns    | .28** | 3.95                | .71            | .55** | .16*  | .26** |
| 9     | 4.29            | .69            | .43** | .21** | .29** | 4.55                | .73            | .40** | ns    | .38** |
| 10    | 4.26            | .62            | .45** | .18*  | .35** | 3.28                | .70            | .70** | ns    | .17*  |
| 11    | 4.25            | .71            | .48** | .18*  | .28** | 4.06                | .65            | .63** | ns    | ns    |
| 12    | 4.23            | .65            | .54** | .21** | .16*  | 4.25                | .79            | .68** | .17*  | .15*  |
| 13    | 4.22            | .78            | .34** | .13** | .50** | 5.40                | .81            | .74** | ns    | ns    |
| 14    | 4.20            | .57            | .36** | .18*  | .34** | 4.25                | .75            | .58** | .28** | ns    |
| 15    | 4.09            | .48            | .36** | .27** | .21** | 2.55                | .80            | .62** | .14*  | .22** |
| 16    | 4.02            | .49            | .32** | .36** | .18** | 3.07                | .85            | .55** | .22** | .23** |
| 17    | 3.97            | .59            | .38** | .15** | .38** | 3.58                | .80            | .32** | .39** | .30** |
| 18    | 3.75            | .62            | .35** | .18** | .37** | 4.42                | .85            | .74** | .25** | ns    |
| 19    | 3.74            | .61            | .27** | .28** | .37** | 2.60                | .77            | .74** | .13*  | ns    |
| 20    | 3.40            | .57            | .36** | .37** | .18** | 3.08                | .81            | .72** | ns    | ns    |
| Aggr. | 4.33            | .65            | .40** | .20** | .32** | 3.95                | .81            | .63** | .14** | .21** |

Note: The data shown are from linear regressions conducted for each advertisement. Camp. = campaign; Ori. = originality; App. = appropriateness; Exe. = execution; Aggr. = aggregate. \*p < .05. \*\*p < .01.

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| 20    | 3.40            | .57            | .36** | .37** | .18** | 3.08                | .81            | .72** | ns    | ns    |
| Aggr. | 4.33            | .65            | .40** | .20** | .32** | 3.95                | .81            | .63** | .14** | .21** |

Note: The data shown are from linear regressions conducted for each advertisement. Camp. = campaign; Ori. = originality; App. = appropriateness; Exe. = execution; Aggr. = aggregate. \*p < .05. \*\*p < .01.

# Rating of dimensions

TABLE 5

Study 1: Consumers' and Advertising Professionals' Perceptions of Creativity for Each Advertisement

| Camp. | Consumer Sample |                |       |       |       | Practitioner Sample |                |       |       |       |
|-------|-----------------|----------------|-------|-------|-------|---------------------|----------------|-------|-------|-------|
|       | Creativity      | R <sup>2</sup> | β     |       |       | Creativity          | R <sup>2</sup> | β     |       |       |
|       |                 |                | Ori.  | App.  | Exe.  |                     |                | Ori.  | App.  | Exe.  |
| 1     | 5.66            | .68            | .32** | ns    | .52** | 5.55                | .69            | .64** | ns    | .24** |
| 2     | 5.15            | .60            | .38** | .20** | .33** | 5.87                | .66            | .77** | .23*  | ns    |
| 3     | 4.73            | .73            | .39** | .15** | .38** | 4.60                | .71            | .58** | ns    | .26** |
| 4     | 4.65            | .60            | .44** | .19** | .27** | 4.62                | .75            | .60** | .22** | .16*  |
| 5     | 4.64            | .54            | .42** | ns    | .23** | 3.62                | .75            | .76** | ns    | .17** |
| 6     | 4.51            | .56            | .50** | .20** | .20** | 2.01                | .70            | .59** | ns    | .31** |
| 7     | 4.36            | .59            | .38** | .15*  | .35** | 3.28                | .85            | .68** | .29** | ns    |
| 8     | 4.29            | .68            | .54** | ns    | .28** | 3.95                | .71            | .55** | .16*  | .26** |
| 9     | 4.29            | .69            | .43** | .21** | .29** | 4.55                | .73            | .40** | ns    | .38** |
| 10    | 4.26            | .62            | .45** | .18*  | .35** | 3.28                | .70            | .70** | ns    | .17*  |
| 11    | 4.25            | .71            | .48** | .18*  | .28** | 4.06                | .65            | .63** | ns    | ns    |
| 12    | 4.23            | .65            | .54** | .21** | .16*  | 4.25                | .79            | .68** | .17*  | .15*  |
| 13    | 4.22            | .78            | .34** | .13** | .50** | 5.40                | .81            | .74** | ns    | ns    |
| 14    | 4.20            | .57            | .36** | .18*  | .34** | 4.25                | .75            | .58** | .28** | ns    |
| 15    | 4.09            | .48            | .36** | .27** | .21** | 2.55                | .80            | .62** | .14*  | .22** |
| 16    | 4.02            | .49            | .32** | .36** | .18** | 3.07                | .85            | .55** | .22** | .23** |
| 17    | 3.97            | .59            | .38** | .15** | .38** | 3.58                | .80            | .32** | .39** | .30** |
| 18    | 3.75            | .62            | .35** | .18** | .37** | 4.42                | .85            | .74** | .25** | ns    |
| 19    | 3.74            | .61            | .27** | .28** | .37** | 2.60                | .77            | .74** | .13*  | ns    |
| 20    | 3.40            | .57            | .36** | .37** | .18** | 3.08                | .81            | .72** | ns    | ns    |
| Aggr. | 4.33            | .65            | .40** | .20** | .32** | 3.95                | .81            | .63** | .14** | .21** |

Note: The data shown are from linear regressions conducted for each advertisement. Camp. = campaign; Ori. = originality; App. = appropriateness; Exe. = execution; Aggr. = aggregate. \*p < .05. \*\*p < .01.

## Study 2

Can participants (nonprofessionals) spontaneously assess the creativity of the ads?



Photo: pexels.com

# Conclusions

- One third of consumers do assess creativity spontaneously
- All consumers are able to rate it when prompted to do so
- Consumers place less emphasis on originality
- Appropriateness and execution has more weight in consumers' assessments
- In advertising development, consumers should be invited to offer their perspective on the creative