

Television Commercial Ideation: Considerations for the Future

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Abstract : Increasing challenges posed to the creativity in the discipline of advertising during time's movement towards the maturity of The Third Wave - a concept of change by Toffler, have to be the major theme of this study. Creative concepts for the changing media landscape are becoming a challenge for the creative industry as Stein says that the usefulness is a dimension no creative work could avoid. Furthermore, Spencer points out that the global capitalist society provides a base for the development of digital technologies. Innovation within the discipline of creativity is reshaping this process. In this review article, the role of creativity and innovation in the development and delivery of the message has to be examined.

Keywords : advertising, creativity, ideation, new media

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