

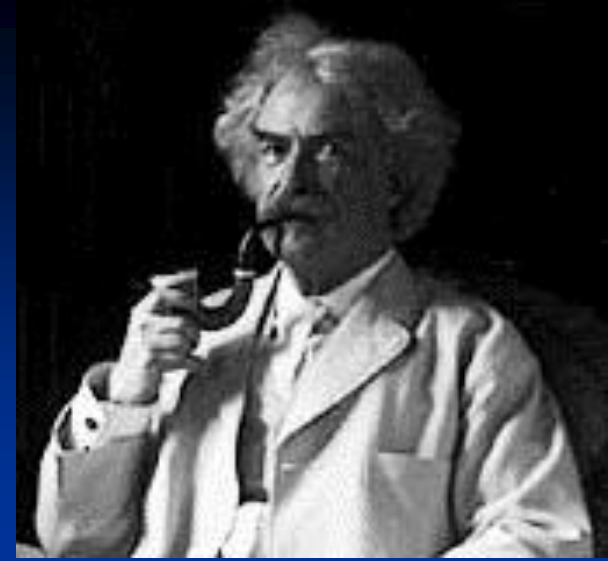
# Creative Processes



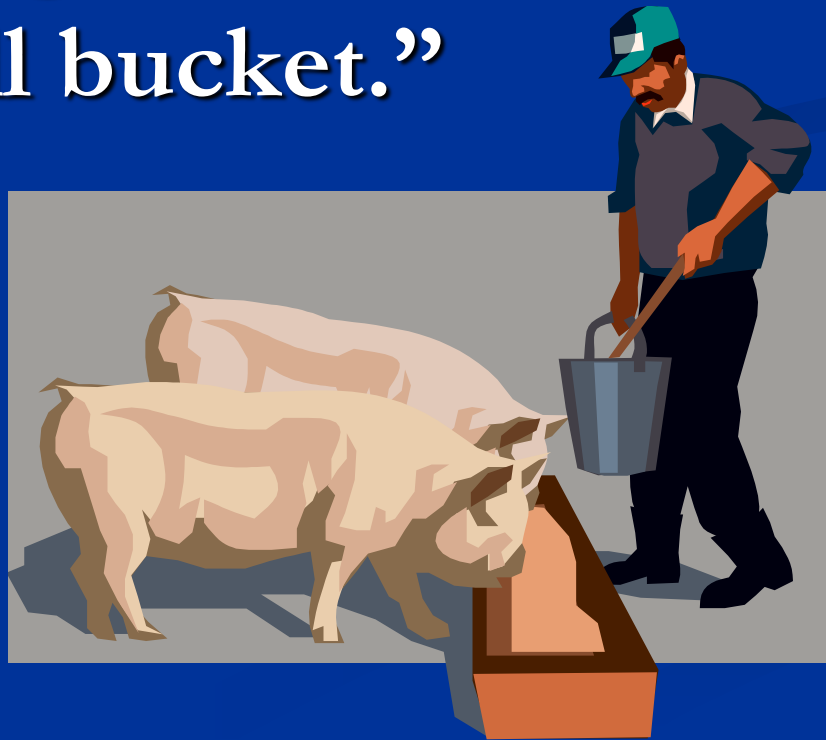
Steven R. Van Hook, PhD

# Mark Twain

on Marketing:

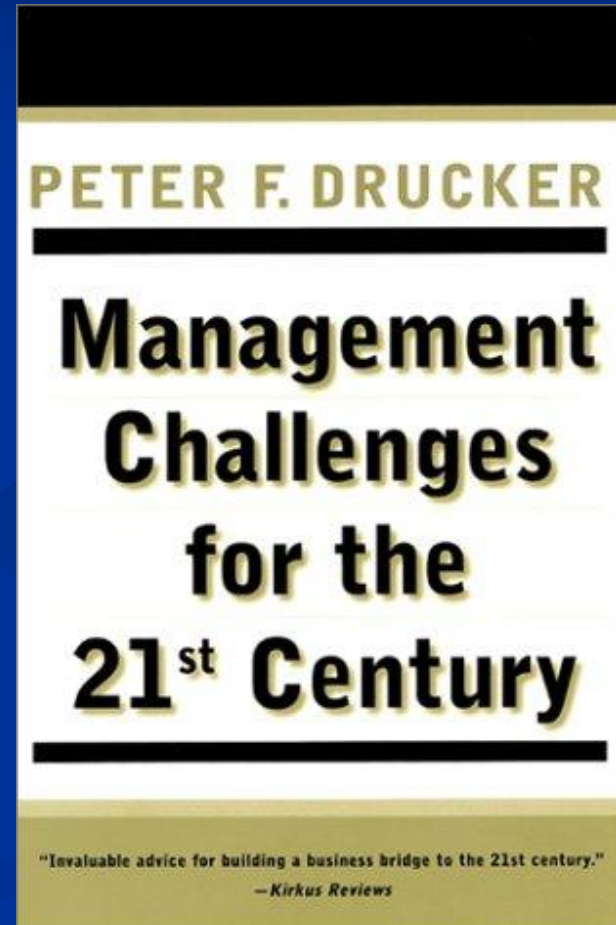


“Advertising is the rattling of a stick in a swill bucket.”

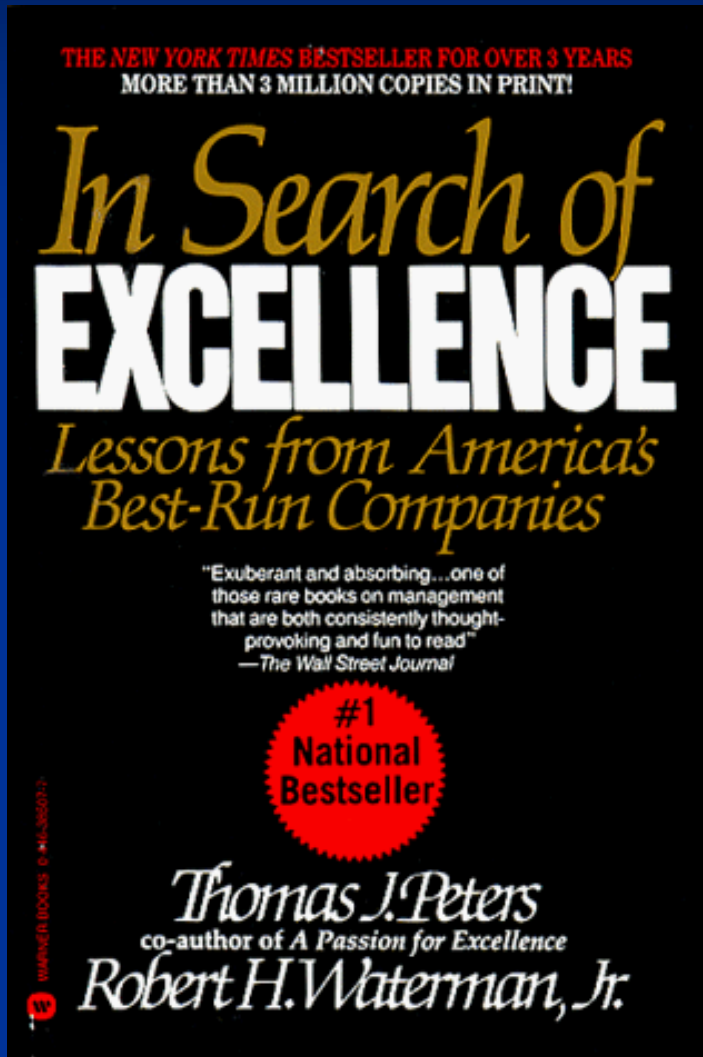


# Peter Drucker:

“The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself.”

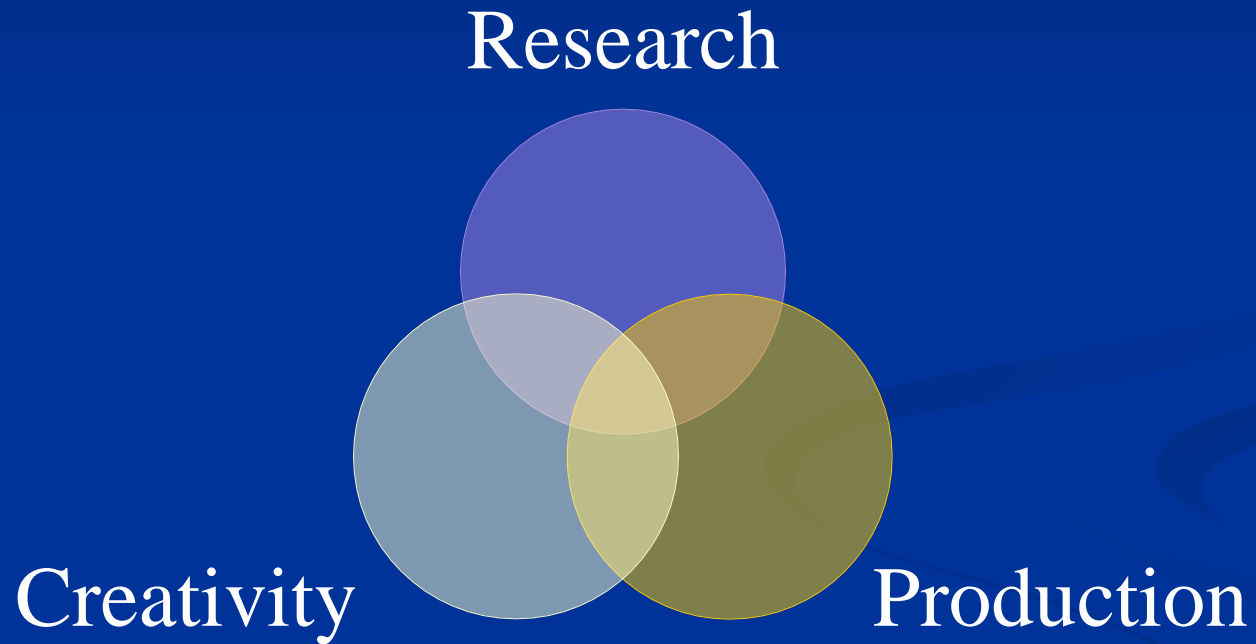


# Tom Peters:



*The world  
doesn't need  
more leaders  
– it needs  
more  
creators.*

# Creative Processes



# Easy Does It



New take on Munch's "*The Scream*" by LA ad studio.



# “The Scream”

Edvard Munch, 1893



# Creative Campaigns

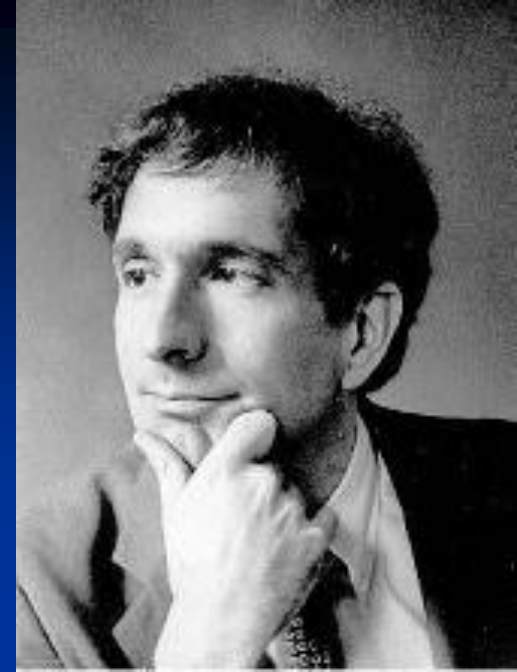
Successful Commercial Themes

Presentation

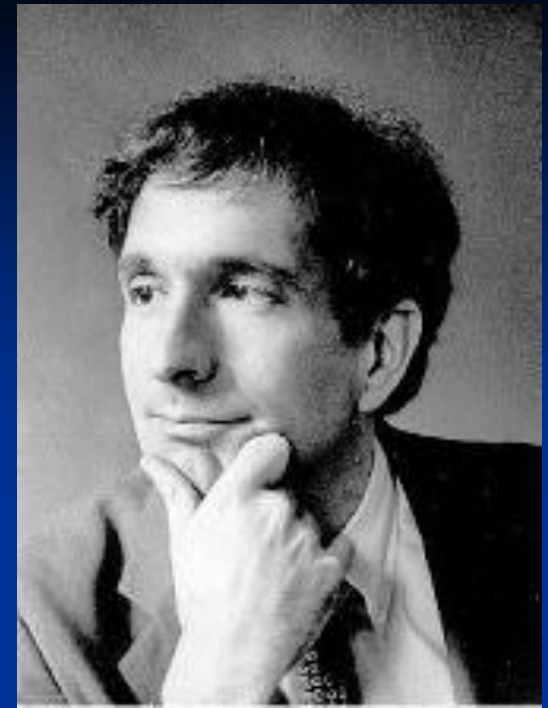


# Howard Gardner on Factors of Creators

- Early exposure to people who are comfortable with taking chances and who are not afraid of failure.
- The opportunity to excel in at least one pursuit when young.
- Sufficient discipline so a domain might be mastered in youth. An environment that constantly stretches the young person, so success remains within grasp without being too easily achieved.



# Howard Gardner



- Late birth order or an unusual family configuration that encourages or tolerates rebellion.
- Some kind of physical, psychic, or social obstacle or anomaly that makes a person marginal within his/her group.

Bob Lutz

# 7 Laws for Creative Business Success



1. The customer is not always right.
2. The primary purpose of business is not “to make money.”
3. When everyone else is doing it, DON'T!
4. Too much quality can ruin you.

Bob Lutz

# 7 Laws for Creative Business Success



- 5. Financial controls are bad.
- 6. Disruptive people are an asset.
- 7. Teamwork isn't always good.

# Creative Summary

- Research your target audience.
- Create your message.
- Select most suitable media.
- Measure and refine.
- Reap the rewards. \$\$\$!!

