

Assesment of Creative and Innovative Advertising in Akwa Ibom State

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Abstract

This study was motivated on the strength of finding out the outcome of creative and innovative advertising in Akwa Ibom State. These aspects of advertising bring creativity and innovation to the advertising space, encouraging persuasive messages and creative designs from advertising practitioners to sway clients. The study examined if creative and innovative advertising had positive or negative outcome on clients. The research questions were to find out the extent exposure to creative advertising was responsible for negative advertising outcome and whether issues in innovative advertising were responsible for positive advertising outcome. This research was anchored on technological determinism theory, with the questionnaire used as instrument to data collection. The sample size was 200 respondents being advertising practitioners in Akwa Ibom State. Data obtained reveals that 58% of respondents acknowledged the effect of creative designs in driving positive outcomes of advertising messages. Additionally, 56% of respondents opined that their exposure to creative advertising did not experience any negativity. Findings from the study reveal that advertising practitioners and clients exposed to advertising messages did not get negative outcomes to messages advertised. Findings also show that creative and innovative advertising were responsible for positive advertising outcomes experienced by respondents in the study area. It was recommended that, advertising practitioners should be creative and integrate innovation in their advertising messages.

Keywords: Advertising, Creativity, Influence, Innovative, Products

Introduction

Creative and Innovative advertising, are key elements of advertising in Nigeria. Creativity, is a means of opening a new vista of ideas, to do something differently and strategically, as it relates to advertising. What matters the most in advertising innovation is the content. Creative content is the prerequisite of whether an advertisement can be perceived as an innovative advertising.

Creativity in advertising creates a lasting memory in the minds of clients. It can also be novel and appropriate. It is the ability to generate fresh unique and appropriate ideas that can be used as a solution to a communication problem. Innovation is not creativity. "Creativity is thinking up new things, while Innovation is doing new things." (Theodore Levitt, 2016 page number). Innovation helps to find new and better ways to solve problems and opening up new opportunities. Innovation is a new way of doing something or "new stuff that is made useful". It can also be defined as something original, new, and important that breaks into or obtains a foothold in a market or society.

Considering the importance of innovation in advertising, some big brands have realised its effect in their marketing effectiveness, such as General Mills, Coca-Cola and Pepsi (Whiteside and Tiltman, 2013). Besides, innovation in advertising is not just about using the latest new technology (Wagler, 2013); it is about the engagement process of people, organizations and brands (Sheehan and Morrison, 2019). Creative advertising is the art of television advertisements that go beyond the ordinary to capture attention, evoke emotions, and drive brand success. It involves using innovative ideas and unconventional approaches to convey a message in a memorable way. While traditional advertising often relies on straightforward messaging, creative advertising goes beyond the surface to engage audiences on a deeper level. In a market flooded with advertising messages, creativity is the key to differentiating your brand. While traditional advertising often relies on straightforward messaging and familiar formats, creative advertising breaks the mold.

Creative advertising whether through television or outdoor medium, can help brands stand out in a crowded marketplace, build brand loyalty, and drive sales. Advertising agencies usually proffer solutions across various media platforms to ensure creative advertising message resonates in the minds of its audience and bring the brand's vision to life with innovative, engaging campaigns that are captivating.

Creative advertising campaigns often stand out due to their innovative approaches, emotional

storytelling, and ability to engage audiences. *Ibom Air*, with its slogan, 'flying forward,' has been captivating, and driving what the brand represents in the aviation industry, with air travelers as its target audience, the creativity brought into the advertising campaign has been quite innovative. *Nike: Just Do It Campaign. Nike's "Just Do It" campaign, launched in the 1980s, transformed the brand's image by appealing to both athletes and nonathletes. The slogan encourages action and motivation, making it universally relatable. This campaign not only boosted sales significantly but also established a lasting emotional connection with (source)consumers.*

- Creative advertising strategies are crucial for standing out in today's competitive landscape. By employing storytelling, humor, visual appeal, interactivity, personalization, and cultural relevance, brands can create impactful campaigns that resonate with their target audience and drive engagement. Staying updated with current trends and continuously refining creative approaches will help marketers achieve long term success in their advertising efforts.

Creative advertising is the art of crafting advertisements that capture attention, evoke emotions, and drive brand success. In a world saturated with marketing messages, creativity differentiates brands and helps them stand out from the competition. Whether it is television advertising, outdoor advertising, and creativity plays a crucial role in delivering impactful messages.

In contemporary society, advertisers who target a large online advertising also known as Internet or web marketing is referred to as the promotion of products or services over the internet

While creativity is important, it's also essential to maintain consistency in innovative advertising campaigns, which includes, using a consistent brand voice, tone, and visual style. Consistency helps reinforce brand's identity and makes it more recognizable to consumers.

Statement of the Problem

Creative and innovative advertising functions in different forms of advertising. What has not been ascertained is whether or not, these creativities or innovations can influence the outcome of advertising negatively or positively. Creative advertising goes beyond simply conveying information. It aims to evoke emotions and create a deeper connection with the audience. By tapping into emotions such as happiness, nostalgia, or empathy, creative and innovative advertising can forge a stronger bond between the brand and its consumers, leading to increased loyalty and advocacy.

The question of this research is thus: In what way can creative or innovative advertising affect the outcome of advertising?

Research Questions

- I. To what extent was exposure to creative advertising responsible for negative advertising outcome?
- ii. What issues in innovative advertising were responsible for positive advertising outcome?

Literature Review

Creative and innovative advertising

Creative advertising refers to the use of original and imaginative ideas in the development and execution of advertising campaigns. This often involves unique concepts, compelling storytelling, and visually engaging elements designed to capture the audience's attention and leave a memorable impression. Innovative advertising involves the integration of new technologies, techniques, or approaches to create advertising campaigns that push boundaries and set new standards in the industry. It focuses on leveraging advancements in technology and media to deliver messages in novel and impactful ways. Advertising is the practice of promoting products, services, or ideas to potential customers through various media channels. Its primary goal is to inform, persuade, and influence consumer behavior, driving interest and sales. This can be done through print advertising, digital advertising, TV commercials, radio spots, social media posts, and more. Advertising often involves strategic planning, creative design, and market research to effectively reach and engage the target audience.

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According to the innovation conceptualized by Schumpeter (1934), innovation can be grouped into five types: introducing a new product, introducing a new method of production, opening a new market, conquering a new source of supply, and carrying out the new organization of any industry. In the innovation research history, a

standard classification of innovations is into product and process innovations.

As for innovation in the advertising industry, it is not only closely related to the capabilities of advertising agencies, but also highly related to brands' attitudes towards creative advertising (Sasser, 2013). This is because some of the clients like to try new things and share risks with the advertising companies and some others tend to follow the trend. Considering the importance of innovation in advertising, some big brands have realized its effect in their marketing effectiveness, such as General Mills, Coca-Cola and PepsiCo (Whiteside and Tiltman, 2013). Besides, innovation in advertising is not just about using the latest new technology (Wagler, 2013); it is about the engagement process of people, organizations and brands (Sheehan and Morrison, 2009). In a report published by OECD (2020a), it specifies the meaning of product innovation, process innovation, marketing innovation, and organizational innovation. Product innovation refers to making goods or services which are new or significantly improved in regards to its existing or potential users. The term "product" here covers both goods and services. In services, the product innovation can behave in three forms. The first is in significant improvements in how the services are provided, such as improving the speed or efficiency). The second concerns that comparing with existing services some new functions or characteristics are added. The third form is by introducing an entirely new service. Process innovation is about the new or significantly improved methods implemented in production or delivery, including significant changes in techniques, equipment and/or software. Process innovation is to reduce the unit costs of production or delivery, to increase quality, or to make or deliver new or significantly improved products. In services, process innovation concerns using new or significantly improved ways to create or provide services. For example, some services-oriented firms make significant changes in their equipment and software or in their procedures or techniques employed to deliver services. Marketing innovation refers to implementing a new marketing method in product design, or packaging, product placement, product promotion or pricing. It is to better solve customer needs, open up or enter into new markets or newly positioning firms' products on their existing markets. Marketing innovation contains significant changes in product design which are part of a new marketing concept, new marketing methods in product promotion by using new concepts, such as using a significantly different media or technique, and using new pricing strategies to commercialize firms' products or services, like the first use the pricing strategy that a good or a service demand decides the price.

Organizational innovation is about using "a new organisational method in a firm's business practice, workplace organization or external relations." (Source) This type of innovation aims at decreasing firms' administration costs or transaction costs to improve performance, boost workplace satisfaction, having the access to some non-codified external knowledge, or decreasing the costs spending in supplies. Organisation innovation involves three aspects: implementing new methods for organizing routines and procedures for the conduct of work in business practices, using new method to design employees' responsibility in workplace, and using new ways to organise the relations with other firms or public institutions.

Innovation in the advertising industry is also an approach of advertising agencies' differentiation strategy (Miles and Green, 2017). Differentiation strategy can definitely help advertising agencies get more competitive advantages in such a fierce completion environment. The ranking of innovativeness of advertising agencies in some international advertising innovativeness competition, such as Cannes Lions, the One Show, Campaign etc., is an important element influencing the choices of brands. Therefore, these competitions are like the screening system helping companies find the proper agency for themselves. These competitions are good approaches for agencies to build their reputation, thereby attracting more clients. Thus, increasing the innovativeness of their advertisements is a feasible way for them to enlarge their businesses and build their reputation. It concludes that the link between creativity and effectiveness hinges on two significant factors. One is about the emotional communication model favoured by the most creative campaigns; the other is about the greater "buzz" effect generated by creativity. Consequently, when clients are choosing their agency, whether the agency has got some creative awards has become a critical criterion. Pratt (2020) in OECD (2020), also points out that, in the advertising industry, the 'creativity' or 'innovation' award plays a significant role in fostering innovative taste or fashion among creative teams and in the UK advertising industry, increasing attention has been paid on 'creative advertisements' which has become one of the significant elements in advertising competitions. This demonstrates the importance of innovation in advertising.

Innovation in advertising also provides advertising, communications, consultation, branding, advertisement designing, web development, media production, and advertisement placement. It looks at how media businesses approach the way, they work with clients. With the demands of the modern marketers. Advertising practitioners

need to be very innovative in the way they engage their clients. The three trends as most important in the ideation of innovative advertising concepts are participatory culture, platform thinking and brand utility.

Participatory Culture: It is about social connections with people. Prizes are not the only way to make people feel their contributions matter. Participation should be valuable for everyone.

Platform Thinking: It refers to a non-linear but holistic approach to storytelling. When assessing the importance of platform thinking, one must consider that the internet is now everywhere.

The current media landscape is experiencing a rapid divergence in the types of devices we use, but the content spread across these devices is similar, yet packaged differently. The day will soon come when devices will be smart enough to detect content and automatically fit it for the particular device it is being accessed from.

Brand Utility: In a world of infinite alternatives, even quality can become a commodity. Brands that push out products of similar quality to their competition need to find new ways to differentiate their products and services.

Poveda-Bautista (2018) claims that advertising agencies should become innovative both in services to clients and in internal processes to improve clients' response time and strategic decision making. The study of Poveda-Bautista (2018) highlights the importance of new advertising content and innovative process of making advertisements. They also argue that advertising agencies' employees' ability of presenting new ideas to clients can be regarded as a form of innovation. Using new technologies can help advertising companies encourage their customers to take part actively in services innovation and in integrating the latest technologies to develop their advertising services Poveda-Bautista (2018), which signifies the importance of technology in advertising innovation. Creative advertising often elicits an emotional response which in turn creates a memorable and impactful message. When audiences connect with the emotions evoked by an advertising campaign, they are more likely to remember the brand and acknowledge its call to action.

New services capability involves two types of innovation, innovation about the development of new ideas in advertising services and in the business procedures and organizational practices. The use of new technology shows the importance of active customer participation in service innovation processes and the importance of incorporating new technologies in the development of advertising services. Creativity capability is the core of developing novel and feasible ideas about advertising services. Advertising companies, therefore, have to pay their attention to creativity, innovation and the use of new technologies and emphasize the involvement of active clients in the innovation process.

Review of Empirical Studies

Mallia and Windels (2015) claim that the prerequisite of innovation is to well understand the behaviour of consumers and brands. In the future, growth in the advertising industry will be driven by new forms of innovation which is closely related to the feature of the digital era and by increasing consumers' awareness and purchase through new marketing channels Greenberg (2018). Advertising agencies need to control the capability of integrating physical products with digital services. Innovation in the advertising industry is not only closely related to the capabilities of advertising agencies, but also highly related to brands' attitudes towards creative advertising Sasser (2018). Creative advertising can foster audience engagement and interaction. By creating advertisements that are interactive, shareable, or thought-provoking, you can encourage consumers to participate and become active brand advocates. This can lead to increased brand awareness, positive word-of-mouth, and ultimately, higher sales.

Poonam Singh and Mrinalini Pandey (2018) in their paper observed that innovative and interactive advertising campaigns leave a deeper impact on the consumer and hence overall augmented reality is currently providing brands a new exotic way of interacting with the users and gives them great mobile marketing experience through smart phones.

Werner Reinartz and Peter Saffert (2018) empirically studied 437 TV advertising campaigns and found certain dimensions of creativity as being more effective than others in influencing purchasing behaviour and that many companies focus on the wrong dimensions in their campaigns. The study also observed that the relative effectiveness of adding creativity to a campaign could vary significantly and in the real world, the longer a creative advertisement is aired, the more impact the creativity has on sales.

Pramod Thapliyal (2013) highlighted the growing market innovations which results in falling business ethics. He suggested that global fundamental marketing ethics and principles should be applicable to all markets.

According to Sangapa Rampure (2021), an innovative idea for the Outdoor Advertising Industry, could be the usage of passenger cars on roads. The study minimized the advertising cost to the companies and to create annual revenue to the car owners. The study concluded with making advertisements on cars, it will lead to maximum market coverage of advertisements at various places in terms of economy and effectiveness.

Theoretical Framework

Technological Determinism Theory

The central idea that involves the technological determinism theory is that when new systems of technology are developed, the culture or society becomes adaptable to the technology, to reflect the senses needed to use the new technology.

Technological determinism theory as defined by Thorstem Veblen is that the theory revolves around the proposition that, technology in any given society defines its culture.

In essence, this theory contributes largely in shaping our society, and it is on the basis of this theory that creativities in advertising are premised, through the use of technology, in redefining how advertising is perceived by the audience. It also allows the innovation of ideas where messages of advertising have shifted from the traditional method of advertising to advertising with finesse, in language use, designs and aesthetics.

Methodology

The study adopted the survey research design. The survey research design is the collection of information from a sample of individuals. The survey is also useful to researchers in gathering relevant data from a large audience to arrive at an objective conclusion. The design entails an examination of the attitudes, practices, beliefs, and opinions of a predetermined population on a given subject matter. The justification for the use of survey research design is that this study seeks to investigate the opinions and beliefs of Advertising practitioners, as it concerns the use of innovation and creativity in producing advertising copies for their brands and clients in Akwa Ibom State. The population comprised select advertising practitioners, and their clients in Akwa Ibom state which was 200 practitioners in total in Akwa Ibom state. The multi stage sampling technique was used to select respondents for the study. The population was purposively placed in 5 clusters, to enable the researcher administer copies of the questionnaire. The 5 clusters were, Uyo as the capital city, Eket, Ikot Ekpene, Oron and Itu local government areas. The above clusters constitute Urban and semi urban areas. The purposive sampling was used in picking 20 respondents within the 5 clusters, which the respondents were adults above 18 years of age. The instrument for data in the study was questionnaire, which was formed based on the research questions of the study. The data obtained is presented below:

Data Presentation and Analysis

From the 200 copies of questionnaire distributed, 189 were completed and collated by the researcher. The data is presented with analysis below:

Table 1: The extent of exposure to creative advertising responsible for negative advertising outcome

Section	Respondents	Percentage %
Highly	18	9
Occasionally	48	25
Fairly	126	66
Total	192	100

Source: Fieldwork (2025)

Table 1 above shows that 126 respondents representing 66% of the respondents said the extent to which exposure to creative advertising was responsible to negative advertising outcome was fairly negative.

Table 2: Issues in innovative advertising responsible for positive advertising outcome

Section	Respondents	Percentage %
Creative designs	112	58
Medium	30	16
Timing	18	9
Persuasive messages	32	17
Total	192	100

Source: Fieldwork 2025

Table 2 indicates that 112 respondents which represent 58% of the total respondents agreed that innovative messages leads to positive advertising outcome.

Discussion of Findings

The findings of this study were discussed in line with the research questions. The study assessed creative and innovative advertising in Akwa Ibom State. Two research questions guided the study and data were collated through the administration of a questionnaire to residents in Uyo, Eket, Ikot Ekpene, Oron and Itu local government areas. The findings are discussed below:

Research question 1: To what extent was exposure to creative advertising responsible for negative advertising outcome?

Findings to question one reveal that advertising practitioners and clients exposed to advertising messages did not get negative outcomes to messages advertised. According to table one, 126 respondents which represented 56% of the total respondents said their exposure to creative advertising did not experience any negativity. This means that, creative advertising in whatever medium that advertising practitioners had placed their advertisements did not expose the respondents to negative outcomes. In asserting the above, Swanson (2010) opined that, media platforms operate in the public sphere to expand the frontiers of freedom, which users have, and enable them access a wider array of information that would influence judgment and decisions for sustainability. Jimada (2019).18 respondents representing 9% of the total respondents said exposure to creative advertising highly influenced a negative outcome of advertising messages. 48 respondents, representing 25% of the total respondents agreed that occasionally, creative advertising could lead to a negative outcome.

Research Question 2: What issues in innovative advertising were responsible for positive advertising outcome?

Findings indicate that creative designs were responsible for positive advertising outcomes experienced by respondents in the study area. 112 respondents, representing 58% of the total respondents acknowledged the effect of creative designs in driving positive outcomes of advertising messages. 30 respondents, representing 16% of the total respondents said the medium through which an advertisement is placed, influences the positive outcome of the advertisement.

18 respondents indicating 9% of the total respondents said the timing which an advertisement is placed, contributes to its positive outcome. 32 respondents, showing 17% of the total respondents said persuasive messages lead to positive advertising outcome.

Conclusion

This study sought to assess creative and innovative advertising in Akwa Ibom State, underscoring issues that lead to both negative and positive outcomes in advertising messages. Creative advertising campaigns have the potential to go viral, which can lead to increased brand awareness and reach. This is particularly effective in today's digital age, where social media has the power to accelerate the reach and impact of ad campaigns. Advertising is a critical factor to the dissemination of messages through a chosen medium, and in doing so, advertising practitioners should be creative in the design of their advertising messages, and the departure from a conventional and straightjacket messages, should give way to innovative messages to influence positive outcomes in advertising amongst clients. Creative and innovative advertising messages can be holistic and convey persuasive messages that endears advertising practices to the populace, which leads to positive outcome of advertising. You should include the major findings of your work in your conclusion

Recommendations

Based on the findings, the following recommendations are made:

- i. Advertising practitioners should be creative and convey innovation in their advertising messages. This will ensure that the advertisement resonates with the audience and persuasive elements deployed effectively lead to a purchase of the products advertised.
- ii. Adver**AJCR JOURNAL**

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Type of Manuscript

Ranking: 5 = Excellent; 4 = Very Good; 3 = Good; 2 = Below Average; 1 = Poor

tising clients should have a feedback channel to communicate responses to advertising messages.

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