

19 July 2012

Why do Creative Ads Fail?



If creativity could be embodied; advertising would have been its stomach. If you found the last sentence strange, you would at least agree that financially, advertising is the most happening place for creativity, world-wide. As it fills the tummies of most of the creative dudes across the world, calling advertisement industry, the 'stomach' would not be that inappropriate.

World has forever been surprised by the creativity and concept innovation of advertisers across the world. But as every Zeus has a Hades, the 'creative advertising' also has an evil twin called 'cheap promoting'. If you fail to recognise this brother of creative advertising, try and recollect the ads entitled "SALE SALE SALE".

Unfortunately both types of advertising are prevalent all over the world. There are several instances where even the most creative advertisements failed to make the mark in the minds of the consumers. For now, let's not get into which creative ads have failed so far. What's more important is reason behind their failure.

Here are three good reasons why even the most creative advertisements have not made it up to the mark...

Reason#1 Tired Consumer

There are times in everyone's daily routine, when we are in 'cut the crap' mood. Those unfortunate creative advertisements which meet consumers in this mood; lose out against their 'cheaper' cousins as they require lesser logic and manage to easily hammer the brand names in the consumer's grey.

Reason#2 Awesome Concepts

The irony of awesomely creative ads is that the concept of the advertisements is often too catchy for the consumer, to be able to remember the brand name. This ultimately leads to lesser sales resulting from them. Try to remember the most creative ads and how many of their brand names do you still remember.

Reason#3 The Client

This is globally, the most common reason for the failures of most of the creative ads. Not all the clients are humble enough to accept that advertisers know better advertising than them. For this very reason, most of the creative ads die during stage of 'creative' client's approval itself!