

37. Digital Creativity

Svitlana Kolodiuk, Alla Shchekhlova
National University of Food Technologies, Kyiv, Ukraine

Introduction. Currently it is becoming increasingly difficult for companies to win customer loyalty. Advertising in classic channels is not effective anymore, people are blind. That is why companies are forced to change their brand policy and move to the digital area, where everything works otherwise. But, promotion does not work without creativity in any area and that is why another problem arises: digital creativity is different too.

Resources and methods. There has been numerous studies to investigate: a number of articles and new marketing trends were carefully studied and analyzed as well as methods of induction and deduction have been employed to conduct a research.

Results. Nowadays, every modern person spends several hours daily in global web. We are always available for society through our gadgets and the Internet. That is why majority of businesses had integrated their online presence and put the main emphasis on it. It is a great method for big and modern companies, which go together with time and trends. And digital creativity here is a way to find and achieve their target audience. Creativity is an act of turning new and imaginative ideas into reality, it involves transforming your ideas, imagination and dreams. Creativity is featured by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions [1]. So, digital creativity is a perfect mix of creative arts and digital technologies. By the term “creative arts” we include such disciplines as fine art, graphic design, illustration, photography, printmaking, sculpture, 3D design, interaction design, product design, textile and fashion design, film making, animation, games design, music, dance, drama, creative writing and others. First of all, we need to realize that we need to be able to feel, to build a relation with someone, to feel empathy. Businesses should create relations with people, but not with their purse. If you want to get a positive result you must provide some benefits to a person. The main creator's weapon is unindifference.

There is one big idea which is shared by global brands such as Apple, Burger King, Pepsi, Procter and Gambel and others. Creativity is not for a brand, creativity is for people. We need to convince our audience to trust us. So, digital gives this opportunity to build an emotional dialog, to give this use and benefits. Classical creative methods do not work there. Marketers have found formula of success: 2 insights plus social media mechanism. [2].

Conclusion. People have never lived in such dynamic times, so we need to be as creative and flexible as possible. If you want to build strong and profitable business, you should think about consumer needs. The whole world goes in digital, so if you want to be successful in creative or business spheres you should understand that everything there works different. We can not predict the future, but we can predict trends and follow them.

References

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