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## **CREATIVE DEPARTMENT IN ADVERTISING THE COMPANY, ITS ROLE AND FUNCTIONS**

As usual experts in marketing involve agencies for development, preparations and realization of creative strategy as agencies specialize on creative aspects of advertising. Quite often the most important part is the creative department as it produces the product, for the sake of which agency exists. The creative expert (or group of experts) is responsible for development of an effective way of transfer of the marketing message to the buyer. Usually for this purpose association of roles and skills is required of the art director and the copywriter. Art director is responsible for development of visual images, the copywriter – for drawing up of texts. Other representatives of the client and agency together with the staff of creative department participate in the development of the creative strategy, its realization and assessment.

What is creativity? It can be both a design of a room, and the project of development of the company in the conditions of the rigid competition. From the point of view of psychology creativity is special creative abilities, and creativity in any manifestations is based on such informative process as imagination.

Although every department is essential in an advertising agency, the creative department is the one that defines it. If an advertising agency has a product, it is creative work. And that is done by the talented people who work (and often live) in the creative department. Everything from print ads and direct mail, to broadcast ads, websites and guerrilla campaigns are conceived here. Without the creative department, there is no agency.

This is the engine of any advertising agency. It is the lifeblood of the business, because the creative department is responsible for the product. An ad agency is only as good as the ads the creative department puts out. The roles within the creative department are numerous and varied, and usually include: copywriters, art directors, designers, production artists, web designers, associate creative directors, and creative director(s).

There are 3 crucial components of the creative department in an ad agency: research, idea, and strategic-thinking.

The difference between creative department and art department is that the creative department usually provides imagination and artistic solutions in the agency, although sometimes these two contributions are parted: creative department provides imagination, and art department – artistic solutions.

In conclusion, the creative department is very much about raw / imaginative creativity. The raw / imaginative creativity of the department is about coming up with concepts that will engage the audience in a particular human way (humor, surrealism, emotion, and so on) in an entertaining way. This is fairly obvious. What is not so obvious, perhaps, is that the creative department must also be focused on the marketing idea behind the campaign. In other words it is not enough just to come up with a creative concept. Therefore there is very much a utilitarian purpose to the work of the creative department (utilitarian above and beyond just creating a successful campaign for the client) and this very much affects the nature of the type of creativity that they are involved in. In general, creative department can be both a part of the company and separate line. The creative department is an important component, but not every company can afford it. That is why companies hire creative people.