



Original Article

Creativity in Advertisements: The Supremacy of Photoshop

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Abstract

Creativity generates new notions, thoughts, or ideas by thinking outside the box. It comprises of innovation and novelty. Creativity plays a key role in advertisements. Creative Advertisements attract the attention of potential consumers, increase sales, stimulate engagement, develop emotional connection, and augments brand remembrance. Creative advertisements cast a long-lasting imprint. Exclusive advertisements stand out from the crowd. They induce emotional state that impact purchasing decisions. Creative advertisements cast a long-lasting imprint. Convincing and visually appealing advertisements can be crafted using Photoshop. Photoshop is a software developed by Adobe. Photoshop is an authoritative tool utilized in advertisements to manipulate reality, create visual impression and enhance images for creating long-lasting impression on consumer's perception. Photoshop aids designers in crafting perfect images that convince the customers and attract attention. This software facilitates in editing the backgrounds and giving special effects in the image, thereby making it more eye-catching. In today's age, consumers frequently come across digital content. Innovative designs differentiate brands from their competitors. This paper investigates the power of Photoshop to enhance advertisement creativity by establishment of brand distinctiveness, improvement of message clarity and seizure of consumer attention. Various Photoshop tools can be used to enhance the visual appeal of the image. This eventually led to brand loyalty and augmented sales.

Keywords: Creativity, Advertising, Photoshop, Brand Identity, Visual Storytelling, Consumer Engagement.

Introduction

"The relationship between creativity and advertising is long, rich, and textured. Creativity is considered to be an important determinant of advertising effectiveness, and advertising textbooks normally devote one or two chapters to creative strategy and tactics. Major industry awards (e.g., Clio's) are given to 'creative' advertisements, and salaries to 'creative' personnel represent a considerable portion of ad agencies' expenses" (Smith & Yang, 2004). Advertisements are crucial to boost sales. It is a fact not only in business but also for educational institutes, doctors, lawyers, CA firms, charities, local authorities, and social interests. The world is experiencing a new age where internet users consume and share massive amounts of information daily. However, consumers have inadequate time for this bulk of information as they are busy. A study depicts that the average attention span has fallen from 12 sec to 8 sec. We ought to confront permanent exposure to media. People are bombarded with an unending flow of advertisements.

Therefore, advertisers must explore creativity in advertisements to make the information attractive and interesting (Swerzenski, 2021). A professionally administered portion of information helps the consumers to comprehend the information quickly. Hence, in modern marketing, visual content is essential to capture the attention of consumers. Consumers come across an enormous number of influential messages. It is not possible to interpret all this information precisely. Here, an image is required with the enrichment of Photoshop. It helps to process lots of information in little time. Images make the concepts easier to understand, persuade the consumer, and give information about the product/service (Fajoye, 2021). "Creativity is the art of establishing new and meaningful relationships between previously unrelated things in a manner that is relevant, believable, and in good taste, but which somehow presents the product in a fresh new light" (Smith et al., 2007). A commercial application software named Adobe Photoshop allows the formation of digital images. Two brothers, Thomas and John Knoll, invented this software in the 1980s. In 1990, Adobe Systems made it available. Since then, Photoshop is continuously updated to assist various users, from home-grown hobbyists to expert designers. Photoshop is based on two primary principles: filtering and layering.

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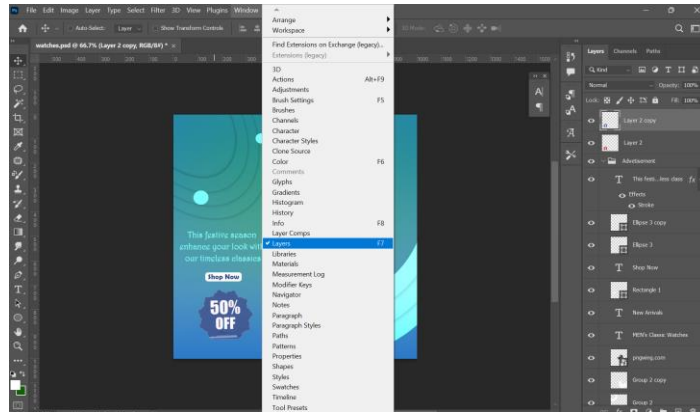
This is an open access journal, and articles are distributed under the terms of the [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International](https://creativecommons.org/licenses/by-nc-sa/4.0/) Public License, which allows others to remix, tweak, and build upon the work noncommercially, as long as appropriate credit is given and the new creations are licensed under the identical terms.

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The image can be disintegrated by separating elements of the image into different layers (Lesage & Smirnova, 2015). Each element is placed above another to build the image, as shown in figure 1. Numerous variations can be made to an image using filters like blurring, as shown in figure 2.

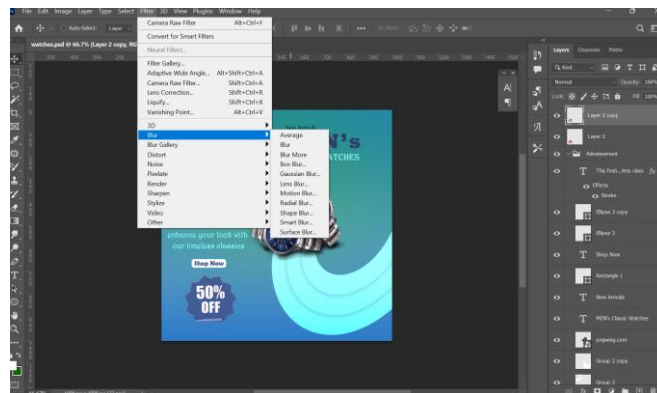
Fig 1: Layers in Photoshop



Source: Author's own creation

Photoshop allows image creators to design and supplement graphic essentials that can attract the attention of the viewers (Wu, 2020). Also, researchers have disclosed that modifying a photo using Photoshop can be a considerable method for advertisement. This can positively affect consumers' attitudes and choices toward brands, irrespective of the viewer's understanding of digital image manipulation (Lazard et al., 2020).

Fig 2: Filters in Photoshop



Source: Author's own creation

Objectives

1. To explore why creativity is essential in advertisements
2. To assess how Photoshop helps to boost creativity

Methodology

Various designs are analyzed and articulated for this. As seen in figure 3, only text is boring as compared to figure 4, which designs an advertisement creatively using Photoshop.

Fig 3: Only Text without creativity



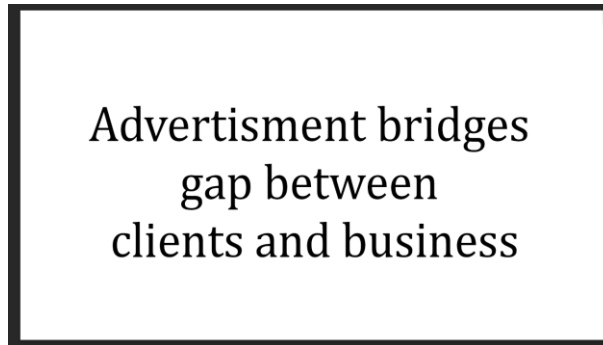
Source: Author's own creation

Fig 4: Creativity in advertisement using Photoshop



Source: Author's own creation

Fig 5: Only Text without creativity



Source: Author's own creation

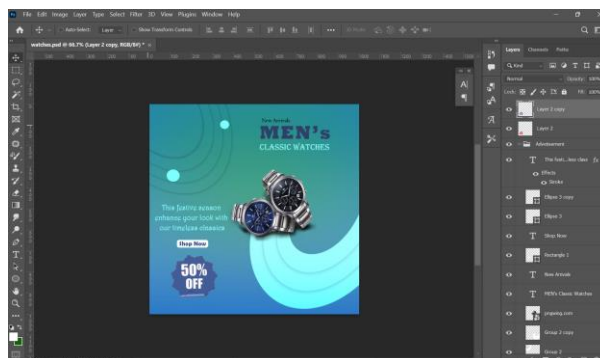
Fig 6: Creativity in advertisement using Photoshop



Source: Author's own creation

Adobe Photoshop syndicates text and art for advertisements. Influential advertisements can be created by blend of text and graphics. Web elements, print documents, logos, and more can be designed using Photoshop (Horowitz, 2014).

Fig 7: Creativity in advertisement using Photoshop



Source: Author's own creation

Figure 7 indicates how an image can be designed in Photoshop using several tools.

Results and Discussions

As discussed above, it is clear that creativity is essential to transmit the message of advertisement. This creativity can be designed using Photoshop. Creativity in Photoshop not only makes the image look good but leaves an impression on consumers and communicates a message excellently. Therefore, a well-crafted creative advertisement using Photoshop can impress consumers, provide necessary information and eventually boost sales.

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Conflicts of interest

There are no conflicts of interest.

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