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# Academia Open



*By Universitas Muhammadiyah Sidoarjo*

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## Creative Marketing: A Review Article

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### Abstract

**General Background:** Creative marketing represents a contemporary approach in modern marketing characterized by innovation, differentiation, and unconventional strategies in dynamic business environments. **Specific Background:** The growing complexity of markets and increased customer awareness have positioned creative marketing as a strategic process integrating product, pricing, promotion, and distribution innovations to create value and sustain competitiveness. **Knowledge Gap:** Despite extensive discussion in the literature, the concept of creative marketing remains ambiguous due to multiple definitions and the lack of a unified conceptual framework. **Aims:** This article aims to systematically review previous literature, clarify the concept, identify theoretical foundations, and present an integrated framework of creative marketing dimensions and principles. **Results:** The study reveals that creative marketing encompasses all elements of the marketing mix and relies on organizational culture, cognitive flexibility, and innovative thinking to generate value and support adaptability in complex environments. **Novelty:** The article provides a structured synthesis that consolidates fragmented perspectives into a comprehensive conceptual understanding of creative marketing. **Implications:** The findings offer a theoretical reference for researchers and decision-makers to adopt creative marketing strategies, support organizational adaptability, and guide future research development in marketing theory and practice.

#### Highlights:

- Integrates Diverse Perspectives Into a Unified Conceptual Structure
- Emphasizes Role of Organizational Culture and Flexible Thinking
- Identifies Multidimensional Components Across Marketing Activities

**Keywords:** Creative Marketing, Marketing Innovation, Conceptual Framework, Marketing Strategy, Organizational Adaptability.

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## The introduction:

No longer is the market not just a place for exchanging goods and services, but a dynamic field where ideas compete before products. This is why the need for marketing has emerged as a complex strategic process that requires the ability to stand out and be different in light of rapid transformations, increased customer awareness, and the multitude of alternatives available to them. It is therefore necessary for organizations to adopt the design of unconventional marketing messages that build sustainable relationships with customers and see difference as a source of strength and innovation and creativity as a condition for their survival. This is where creative marketing emerged. It represents a response to the transformations of the times and a modern approach to providing innovative ideas in product development and communication channels, thereby achieving perceived value for customers and a competitive advantage for the organization. The importance of creative marketing is highlighted in its ability to transform market challenges into opportunities for growth and excellence, break traditional patterns, enhance brand image, rethink the organization's relationship with the market, the need with the want, the products with the customers, and achieve wider distribution in international and local markets.

The article focuses on studying creative marketing and reviewing its concept and factors to understand how creative ideas can be employed in marketing strategies, interacting with audience needs and the success of organizations in a complex and changing economic environment.

### 1- The problem of research:

Opinions varied regarding creative marketing. Despite the increasing interest in contemporary marketing literature, it has been characterized by multiple definitions and ambiguity in identifying its basic dimensions and accurately understanding its intellectual foundations. Hence, the research problem stems from the need for an objective and organized review to analyze previous literature, identify points of difference and agreement, and build a clear conceptual framework for the concept.

### 2- Goals of the research:

Creative marketing has emerged as a strategic approach that contributes to organizations achieving excellence and sustainability. Given the importance of this topic and its treatment in marketing literature from multiple perspectives, this article aims to review the subject, analyze its contributions, and develop a framework for understanding it. This article aims to:

- 1) Establishing the concept of creative marketing, reviewing the definitions contained in previous Arabic and foreign literature, and arriving at a comprehensive conceptual understanding.
- 2) Identifying the theoretical foundations upon which creative marketing is based and what distinguishes it from related concepts such as competitive advantage and innovation.
- 3) Clarifying the basic principles of creative marketing and its role in guiding marketing activities to create added value for both customers and the organization.
- 4) Reviewing the dimensions of creative marketing within a comprehensive framework for developing knowledge in the field of creative marketing and identifying research gaps in the literature.

### 3- Importance of the research:

The importance of this article stems from the focus on creative marketing as one of the modern trends in marketing thought. With the multitude of theories proposed regarding this concept, the need arises for a systematic review to clarify the conceptual frameworks related to the subject. The importance of the article is manifested in the following:

- 1) Compiling and analyzing the literature and providing a framework that can serve as a reference for researchers and decision-makers in adopting a strategy Creative marketing.
- 2) Enhancing the theoretical understanding of creative marketing by linking its principles and dimensions to modern marketing theories.
- 3) Reducing the confusion of concepts due to the multiplicity of definitions and overlapping terms in marketing literature.
- 4) The importance of Creative marketing involves developing new ideas that contribute to providing valuable goods and services to customers and enhancing the organization's competitive position.

## Theoretical review:

### - The concept of creative marketing

Creative marketing is defined as providing the audience with a unique and distinctive experience that inspires, surprises,

and engages them to achieve marketing goals through various strategies. These are unconventional marketing strategies that rely on considerable activity and imagination to leave a distinctive and unforgettable impression on the customer, achieve common goals, and create enjoyment for the customer [1] An organization's culture, which embodies deeply held values and beliefs that define the standards and behavior of its members, influences marketing creativity. An organization that embraces a culture of innovation has members who are more flexible, willing to take risks, and creative in an unpredictable environment [2].

It is an unconventional approach to solving marketing problems that relies on the effective generation of new and creative ideas. To Improving products, building the brand, and enhancing promotion, pricing, distribution, and relying on creative individuals. To create added value [16]. The concept of creative marketing requires listening to intuition, ideas, theories, and concepts to bridge the gap between current market realities and theory as a discipline, in order to build a new model of thinking outside the box of traditional marketers, because one of the secrets to the success of marketers is Direct contact with their intuition [1] It is defined as putting unconventional and new ideas into practice in marketing [3] Ras Al-Kaf in his study indicates that the organization resorts on the innovative and creative abilities of its employees to design, manufacture, and offer goods and services capable of attracting customers by fulfilling their desires or creating desire within them, since customers They became Sometimes they are unable to express their desires and needs due to rapid technological development and major updates in products [4].

Fillis and Rentschler, (2005) state that Creative marketing involves creating exceptional value with social and economic impacts on society by leveraging strengths in different perspectives [5]. Different to form integrated competitive perspectives are needed, as no single theory provides a comprehensive view of creative marketing, It is defined as an organization's ability to generate new and unconventional ideas through the design of marketing programs that differentiate it from prevailing market practices, are characterized by innovation, and are implemented to deliver value and benefit to customers, enhance brand recall, and achieve better financial performance. For the organization [6] It is an impactful tool that combines science and art, transforming creative ideas into marketing campaigns that enhance customer value through thinking outside the box [7]. In light of the above, it is clear that Creative marketing It should not be reduced to promotion only; rather, It represents a set of integrated ideas that encompass all stages of the marketing process, from market research and identifying customer needs and desires, through designing products that offer added value to customers, and using I am an example For resources, pricing, and promotional activities using unconventional methods, and investing in modern technologies and digital communication tools to craft marketing messages. Influential and a choice appropriate distribution channels He returns shaping the relationship between the organization and the market through innovation in the value proposition. This enhances the organization's ability to adapt to changes, meet challenges, and innovate. Solutions to achieve its goals are long-term.

## Principles The fundamentals of creative marketing

Creative marketing relies on developing marketing content capable of stimulating customer interaction and attracting their attention through a set of principles that guide the marketing process and ensure a balance between presentation and modernity. And its suitability to the audience Strengthening the relationship between the brand and customers [8] have identified Researchers [1], [3] The principles are as follows:

- Paying attention to current customers and meeting their needs and desires Saturated to preserve the more from the focus on attracting new customers.
- Success scale it does not darkened Based on sales volume, but on the profit achieved.
- Focus on a specific product or brand and set a standard for quality, rather than spreading your focus across numerous products.
- Using multiple innovative marketing methods in the same campaign.
- Gaining customer trust to retain them, rather than just trying to sell.
- Commitment in methods Effective marketing and distinguished by its shape to continuous.
- Pay attention to the new relationships that the marketer can acquire and build.
- Creativity stems from a fertile imagination and an original vision. It is not just a recycling of traditional ideas.

It is represented The organization's ability to manage the controllable factors in its internal environment and understand the uncontrollable factors in its environment Foreign Ministry, which It affects her ability and achievement Its objectives include supply and demand, government decisions to control prices, competitors' strategies, and demand elasticity [9].

## The importance of creative marketing

Creative marketing is a systematic process of creating innovation that leads to reaching a new level in the market or entering a new market by exploiting opportunities. It includes several techniques such as ranking, conversion, merging, exaggeration, substitution, and cancellation. [10] It is therefore necessary for the organization to adopt it in its culture to

enable it to survive in the face of fierce competition by improving its production and marketing performance [11]. The importance of creative marketing lies in its ability to enable organizations to adapt to uncertain and complex environments. It supports flexible decision-making, rapid response to seize marketing opportunities, enhance brand value, and optimize resource utilization. [12] This helps them achieve a competitive advantage and improve their reputation and public image, which contributes to increased sales and profits, and helps maintain and increase their market share [13] Creative marketing contributes to retaining existing customers and attracting new ones. The real benefit of this marketing lies in maintaining a competitive advantage for as long as possible. As for customers, creative marketing achieves satisfaction of their expressed and unexpressed desires, in addition to saving costs by providing suitable alternatives [4].

He pointed out [18] the importance of creative marketing lies in moving away from traditional products and enhancing the competitiveness mechanism through innovative ideas. Creative marketing is a source of economic growth; creative and innovative organizations gain market share and increase their profits through it. Developing useful and modern programs that achieve better financial performance for the organization [6].

Creative marketing is also an important requirement for organizations in the current globalized and competitive environment, as it helps organizations reach global markets through the use of low-cost and widely used digital communication tools [15] It also contributes to stimulating the local economy, creating economic value for the community, and achieving social and economic development [7].

## Factors Creative Marketing

Researchers have differing opinions on factors or areas Marketing Creative, through a review of academic literature In marketing As specified by [18, 15] Factors Creative marketing is defined as (creativity in product, creativity in pricing, creativity in promotion, and creativity in distribution), while he indicated [16] Creative marketing involves applying creativity (for Product, price, promotion, distribution, people, operations, physical evidence) while he sees [6] and [8] That creative marketing consists of workers They are (modernity and the difference in marketing programs offered by the organization, and the second dimension is the meaning or benefit and the extent to which marketing programs are suitable for customer needs). And between [11] Creative marketing fields (with marketing flexibility, originality, and fluency) He pointed [17] The factors are (product, distribution creativity, promotion, pricing, micro-environment, and macro-environment). and Due to the studies The researcher believes that creativity is not confined to a single component of the marketing mix, rendering it incapable of achieving organizational goals [18]. It encompasses the entire marketing process, including the marketing mix in all its components, to be more effective in achieving organizational objectives, based on previous literature. We believe that creativity requires integration in all elements of marketing through innovation in marketing policies. And The dimensions are as follows:

**-Creative product marketing:** It means an innovation process that results in a valuable product or service and adds value. For the customer, it represents the fundamental element in marketing decisions such as producing new products in addition to existing ones, exploiting available opportunities and adding new production lines, improving and replacing products, striving to reduce production costs to maximize added value for customers, satisfying customer needs, and ensuring the continuity and survival of the organization [13].

**-Creative marketing through pricing:** Price is a crucial factor in the purchase decision. This is one of the most important decisions that affect the success of the organization. It is the only element that generates revenue. High prices that fall outside the competitive price range deter customers from buying. A balance must be struck between price and profit. Creative marketing involves developing and modifying pricing formulas for products that have not been used before, allowing a larger number of customers to purchase them and achieve higher sales. The price is affected by several factors, including costs, supply and demand, competitors' prices, and the objective of covering costs and achieving a profit margin [9].

**-Creative marketing through promotion:** The ability to be creative in indirect and direct communication with customers to introduce them to the organization's products and try to convince them that it meets their needs and desires, whether through personal contact or advertising. Through the use of technologies creativity and innovation In the advertisement the propaganda of cancellation Ordering and conversion and Replacement, integration, and use of marketing communication tools like relationships [19]. The general public and Direct selling and Sales improvement and activate it, and creativity can be achieved through promotion through the creative commitment to the actual value of the product and its benefits to customers, which are conveyed as advertising messages, and also through the creative approach to delivering these messages, which includes an innovative strategy such as movement, color, or rhythm, and establishing credibility [20].

**-Creative marketing through distribution:** It is about improving existing distribution methods or finding new distribution channels that allow products to be delivered to customers at the right time and place in creative ways [1]. The distribution strategy depends on the distribution density and the distribution method as a strategy. Attraction strategies include promotion and advertising to direct customer demand to the product if it is unavailable from the distributor; push strategies involve the organization distributing products to the distributor through distribution channels for storage and sale; and product display strategies. Distributing through as many outlets as possible, or choosing a few outlets, or distributing through a single outlet [9] Marketing creativity encompasses service delivery, product modifications, effective pricing policies, sophisticated promotion and distribution strategies, and intensified advertising. Creativity contributes to improving processes and customer interaction, enhancing the organization's physical presence by strengthening its competitive position and market image, and empowering individuals who are crucial to organizational success by generating creative ideas. Providing a supportive work environment that encourages the development of capabilities and talent is essential [16].

## The Breakthrough Model in Creative Marketing (CMB)

The model shows CMB defines creative marketing as a method New marketing Products using ideas, processes, and strategies require improvements because they don't appear fully formed at the outset to achieve a marketing breakthrough; the model represents the elements of marketing creativity. For the individual [21].

1. Work motivation: Motivation is a key factor in determining creative success or failure, because creative tasks require continuous effort and follow-up and may be fraught with risks. So if an individual lacks motivation, they will fail to perform creative work. An individual needs a higher level of intrinsic motivation, characterized by responding to the intrinsic characteristics of creative work by viewing it as an end in itself, striving to achieve it and deriving satisfaction and pleasure from it. However, this motivation is limited by uncertainty. Extrinsic motivation, on the other hand, relates to external factors surrounding the task that drive the individual to face the challenge [22].

2. Chance: Marketing creativity is also attributed to accidental events as a catalyst for generating creative breakthroughs. That is, it can happen as a result of unexpected situations and not always with prior planning, such as what happened in the discovery of penicillin and the microwave device [21].

3. Cognitive flexibility: This means that the marketer transcends traditional thinking, possesses cognitive flexibility, and finds innovative marketing solutions by changing usual thinking patterns and using creative methods to integrate disparate ideas and concepts and form a marketing idea New [23] Organizing and diversifying content to include focus, awareness, and conversion according to customer needs reflects alignment with marketing objectives and contributes to increasing customer awareness and prompting direct action [24].

4. Specialized knowledge: This means that the individual possesses knowledge in the field of marketing and knowledge in specialized areas. It is not limited to job skills related to a marketing role, but must include a deeper understanding of the nature of marketing and its effects on society [17].

## Conclusions and Recommendations

Through the concepts, principles, and areas presented regarding creative marketing, its importance in developing organizational performance and creating real value for both the organization and the customer becomes clear. The most important conclusions and recommendations reached can be presented as follows:

### Conclusions:

1. Creative marketing provides a competitive advantage for organizations in markets it is a key factor in its success.
2. Creative marketing represents a modern approach that relies on unconventional thinking in the presentation, pricing, advertising, and promotion of goods and services.
3. Creativity in The integrated elements of the marketing mix achieve creativity in marketing and add value offered to customers.
4. Creative marketing helps organizations adapt to rapid changes. Which happens in the business environment.
5. Creative marketing is not just an option for business organizations, but also a necessity that organizations must adopt to improve marketing performance and encourage continuous renewal and innovation.
6. Creative marketing offers unconventional communication methods and creative ideas that contribute to attracting the audience's attention and achieving interaction with marketing messages.

### Recommendations:

- 1) The importance of organizations adopting creative marketing as a marketing strategy within their long-term plans.
- 2) It is essential that those working in the marketing field possess creative and innovative thinking, and this can be achieved through their training and qualification.
- 3) Using digital technology, taking advantage of modern methods, and providing an organizational environment that encourages innovative initiatives and supports distinctive and new ideas.
- 4) Conducting applied future studies on creative marketing and its impact on organizations.
- 5) Joint cooperation between organizations and educational institutions to use modern marketing practices.

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