

**The impact of the qualities of the creative communication used in the advertisements for acknowledging the society regarding the environmental issues
(An analysis conducted based on 8 advertisements in print media in advertising agencies in a few countries selected for acknowledging the society regarding the destruction of animals)**

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In the current world, advertisements are one of the main strategies of propaganda used in marketing. Even though the main purpose of advertisements is marketing, when we pay attention to the advertisements in the modern world, it is significant that they are very high in creativity. It could be identified that when communicating the environmental issues, advertisements are acting as educational notices. These advertisements which educate the society can be perceived as an instance where advertisements are working in terms of instilling good values in society apart from marketing.

In this study, the main objective is to outline the nature of the qualities of the creative communication used in the advertisements in the communication of environmental issues. In this regard, Research problem of this study is to focus only on the impact of the qualities of creative communication in advertisements regarding the acknowledgement of the society on the destruction of animals.

The main method of this study is content analysis. Content analysis of this research was conducted based on 3 printed advertisements produced by “Scollz & Friend” advertising agency situated in Berlin in Germany, 3 printed advertisements produced by “Ogilvy” advertising agency in China and 2 printed advertisements produced by “Stick” advertising agency in South Africa. In addition, gathering information was done based on a questionnaire with the participation of 50 data contributors for the sample method. The main conclusion of the study was that there is a huge impact of the qualities of the creative communication used in the advertisements in educating the society on the environmental issues.

Key words – environmental issues, advertisements, creative communication, impact