

# REVIEW ON ADVERTISING CREATIVITY, BRAND PERSONALITY AND CELEBRITY PERSONALITY

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Received: 14 March 2020 Revised and Accepted: 8 July 2020

## ABSTRACT:

Advertising is one of the vastly applied marketing communication tools in the world and creativity plays a significant role within resulting positive consumer evaluations. Meanwhile, celebrities are used in advertisements across the world reporting a tremendous rate of use in all types of media. Some argued that the effectiveness of celebrities is still questionable whilst many studies admire what it does for brand building strategies. There are theories and models explaining what makes celebrities effective for favorable brand evaluations. Meanwhile, studies signify brand personality as one of the facets of brand evaluations resulted by marketing communications. Empirical studies are found claiming further research works to examining the effectiveness of celebrities in developing perceived brand personality. Arguments are found stating celebrity character and brand personality congruence is a vital combination whilst empirical thoughts suggest to further examine such relationships with reference to different cultures and product scopes.

Accordingly, this paper reviews the literatures about how creativity is used in the advertising with special reference to the brand personality and the celebrity endorser's personality. Therefore, this paper produces an empirical discussion on creativity, advertising, brand personality and celebrity personality as the main components and conceptual relationships are reviewed accordingly. Paper followed a comprehensive literature review to discuss the empirical thoughts on main concepts. It made an attempt to prove the relationships amongst the main variables namely creativity of advertising, brand personality and celebrity personality whilst discussion was made to relate evidences in different countries and product scopes. Finally, paper concludes the significance of source-based factors and management-based factors to be considered when applying celebrity characters to result brand evaluations including brand personality.

**KEYWORDS:** Advertising, Brand Personality, Celebrity Personality, Creativity

## I. INTRODUCTION

### Creativity in Advertising

Creativity is one of the most important factors in advertising despite its non-scientific and subjective aspects (El-Murado & West, 2004; Kover, James, & Sonner 1997; Reid et al., 1998). Many researchers have affirmed the crucial value of creativity in advertising (Blasko & Mokwa, 1986; Dillon, 1975; El-Murad & West; 2004; Reid & Rotfeld, 1976; Smith & Yang, 2004; While, 1972). Even though the perception of creativity depends on the culture and the individual, creativity has been considered just as critical in its own right (Koslow, Sasser, & Riordan, 2003; Smith & Yang, 2004; White & Smith, 2001). Stone, Besser, and Lewis (2000) showed that people prefer advertisements that are creative by analyzing memorability, recall, and likeability as advertising effects. The researchers explored the relationships between each attribute and the mechanics of creativity. They discovered a high percentage of overlap among advertisements that were liked, creative, and effective.

Moreover, Kover, Goldberg, and James (1995) found that viewers placed creativity and their overall perceptions of advertisements in the same dimension. In fact, a decade-long market tracking study found that several psychological models combined recall and perception to predict advertising effectiveness (Plessis, 1994; Stone et al., 2000). Thus, the perception of an advertisement, which is linked to its creativity by general consumers, is