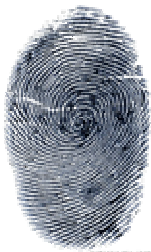


2

Creativity & Mknng

Creativity – Vocab & Theory

Presentation 2 out of 7



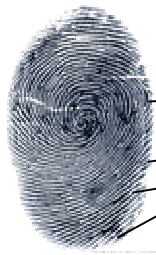
Danny Abramovich
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Creativity & Mknng

What do the letters in **black** represent?

A strong correlation between (the words):

Creativity & Marketing



Presentation Structure

1. Welcome to **C**reativity test ü
- ▶ 2. **C**reativity - Vocab & theory
3. Human **B**rain, introduction
4. Proving **M**ind limitations² presentations
5. Overcoming **M**ind limitations² presentations

2. **C**reativity, the vocabulary

ÿ Cognition

Mental activity associated with understanding, processing and communicating information.

ÿ Intelligence

The power to learn, understand and know (Oxford Student's Dictionary).

2. Creativity, the vocabulary

• Metacognition

Ability to manage mental activity using stimulation methods.

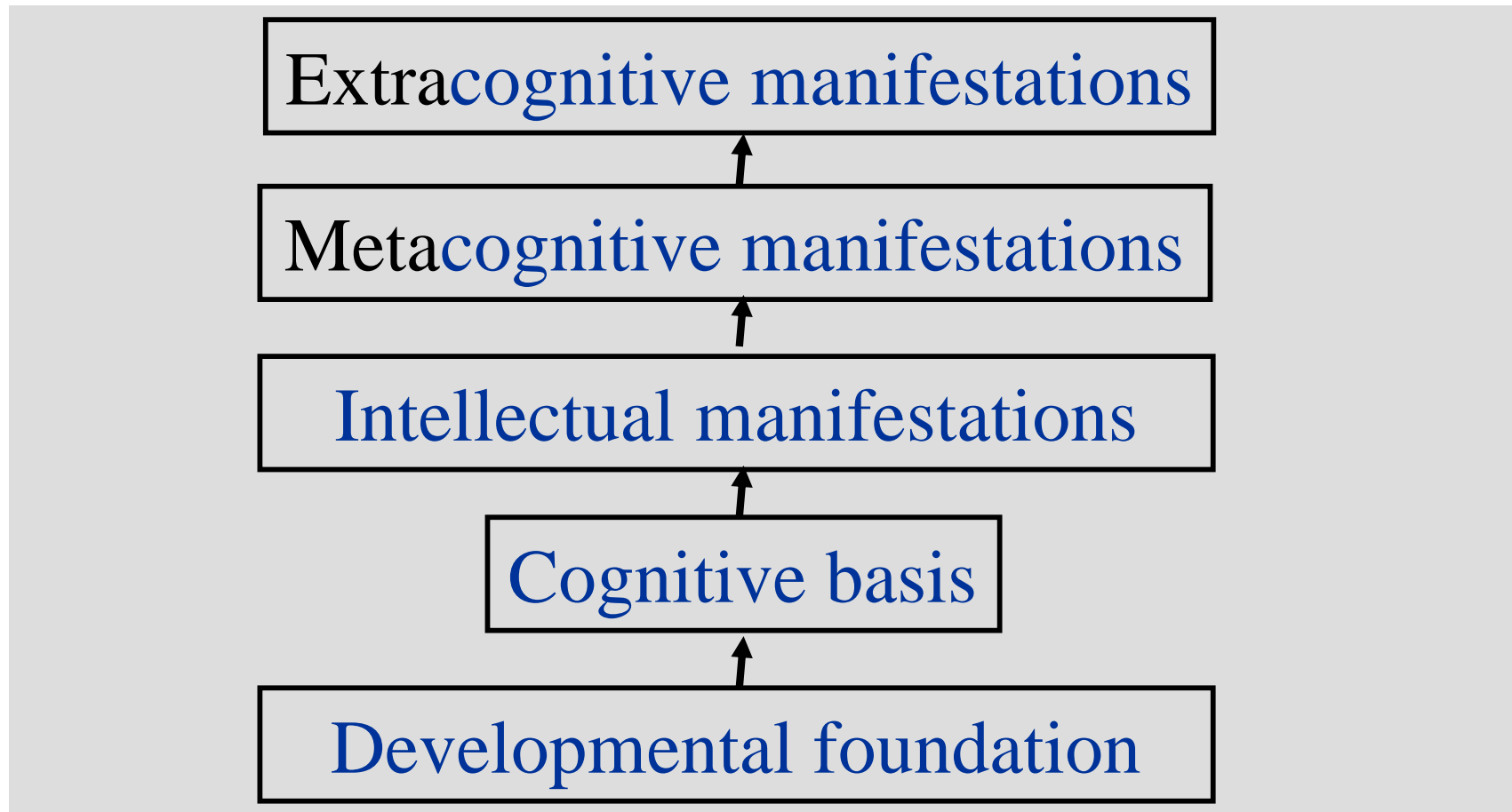
• IQ - Intelligence Quotient

Indicator of the “amount” of intelligence of an individual.



SONY

2. Creative Thinking Model



2. Creative \neq Idiot Savant



An idiot savant is a person with autism that has extraordinary skills, usually involving memory:

• art skills

• musical skills

Derek Paravicini

• arithmetic

• calendar arithmetic

• spatial skills

• mechanical ability

Dr. J. Langdon Down, 1887

(better known for having named Down's Syndrome)

Creativity & Marketing

2. Creativity, the vocabulary

• **Innovation vs. Invention.**

• **Innovation:** the process of creating new ideas and putting them into practice.

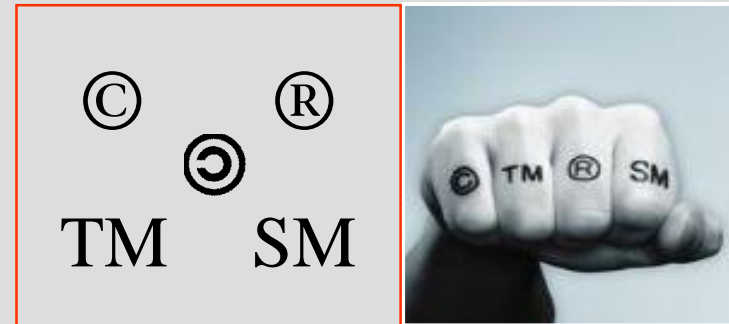
• **Innovation:** invention + application

• **Invention** ∅ **Innovation** ∅ **Diffusion**

2. ©®eativity, the vo©abula®y

• **Intellectual Property Rights:**
patents, trademarks, designs and
copyright.

• **World Intellectual
Property Organisation (WIPO).**



2. Marketing theory & Creativity

2.1. Marketing is...

The right product, at the right price, to the right customer, at the right time, at the right place, with the right communication for the right profit.

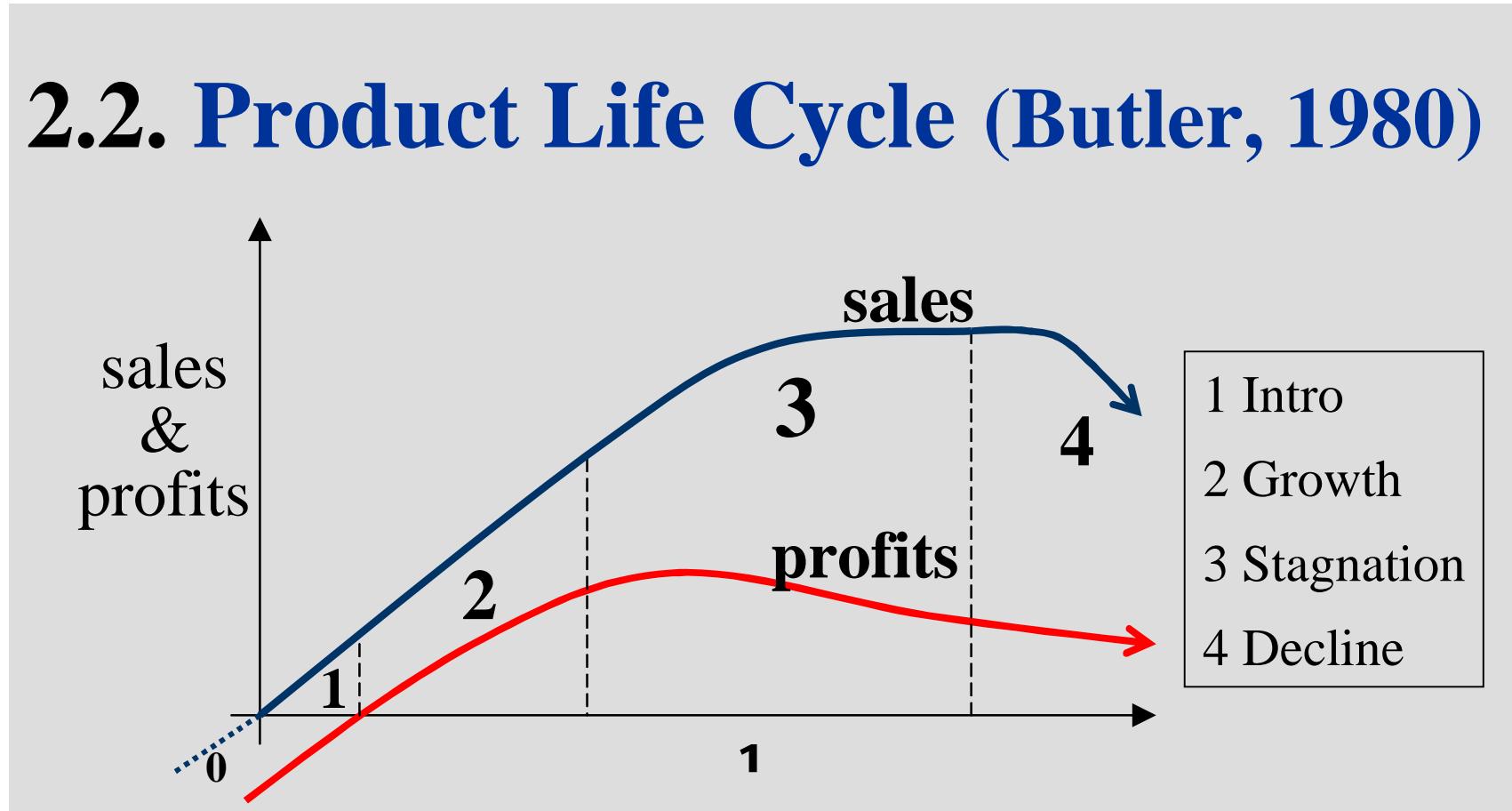
2. Marketing theory & Creativity

2.1. Marketing is...

The right ^{innovative} product, at the right ^{innovative} price, to the right ^{innovative} customer, at the right ^{innovative} time, at the right ^{innovative} place, with the right ^{innovative} communication for the right ^{innovative} profit.

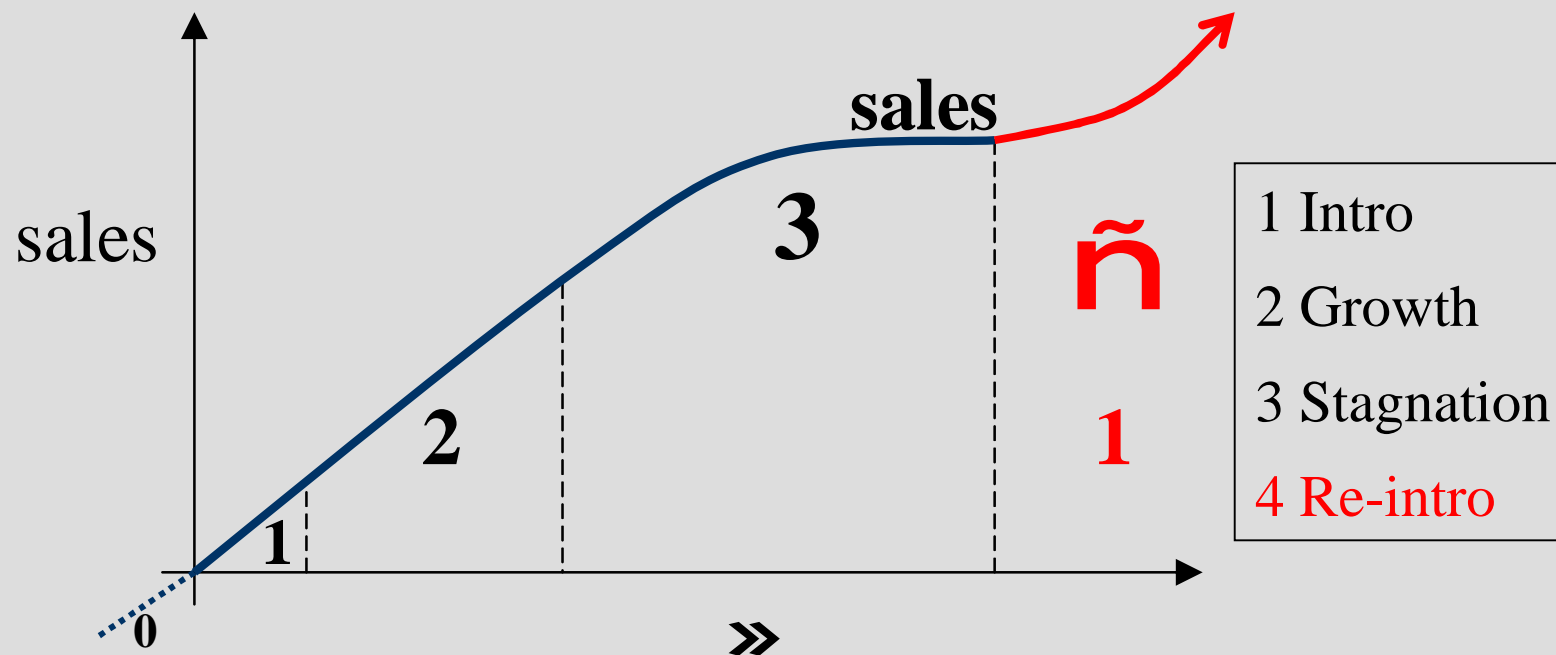
2. Marketing theory & Creativity

2.2. Product Life Cycle (Butler, 1980)



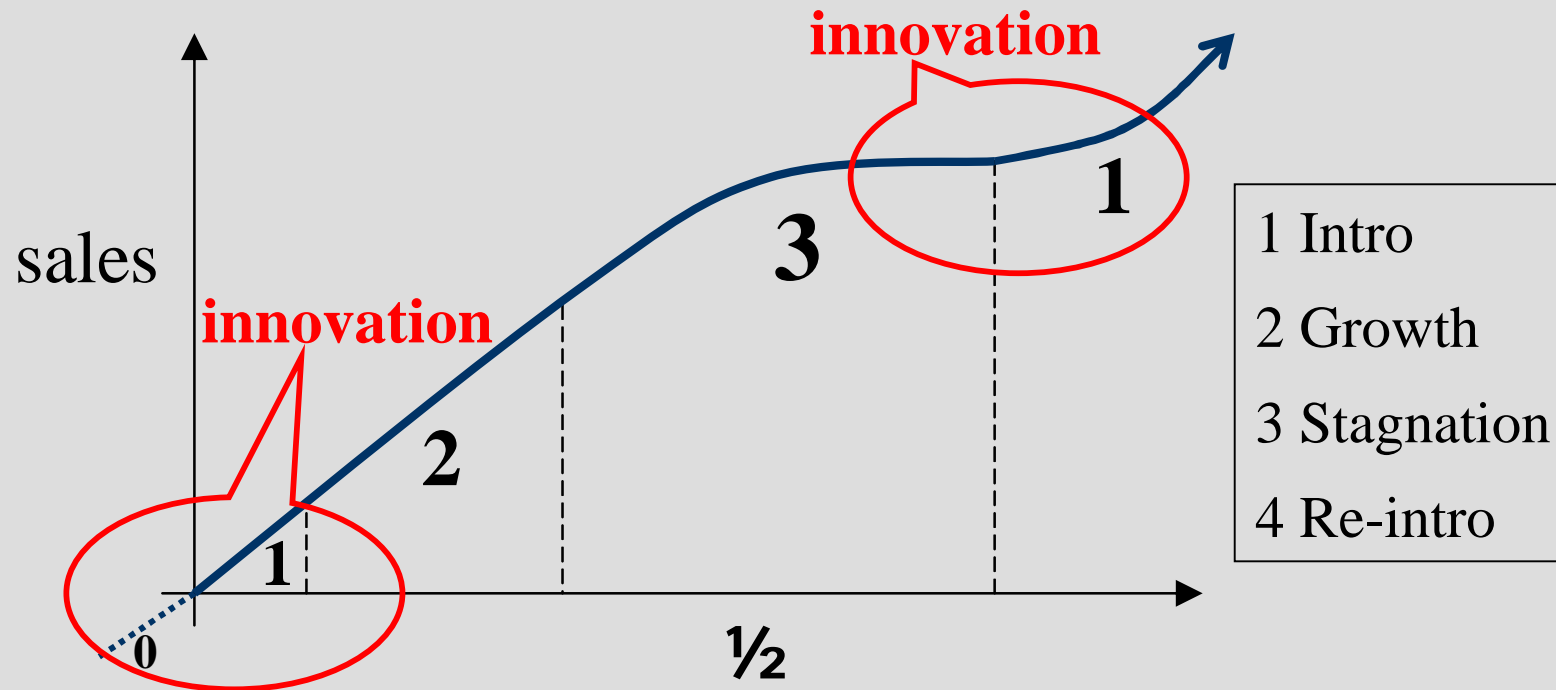
2. Marketing theory & Creativity

2.2. Product Life Cycle (Butler, 1980)



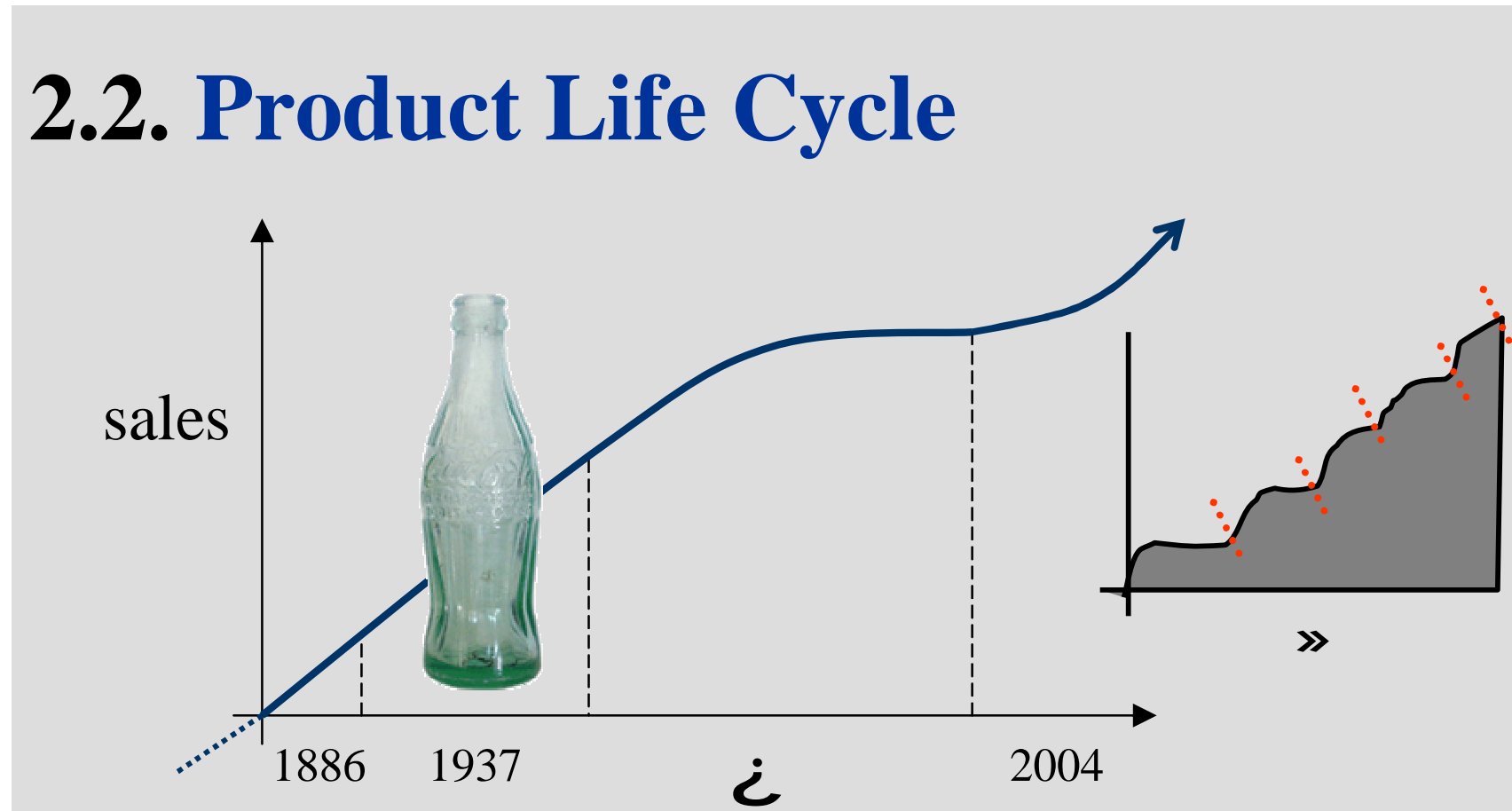
2. Marketing theory & Creativity

2.2. Product Life Cycle



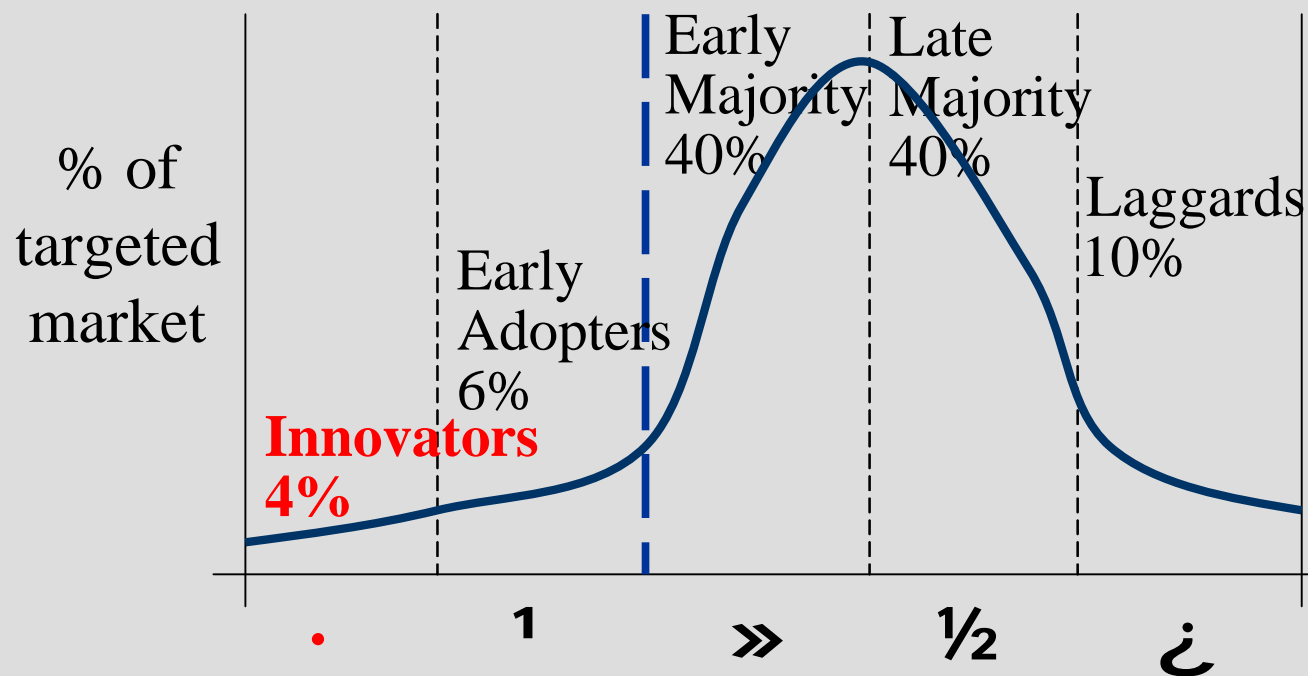
2. Marketing theory & Creativity

2.2. Product Life Cycle



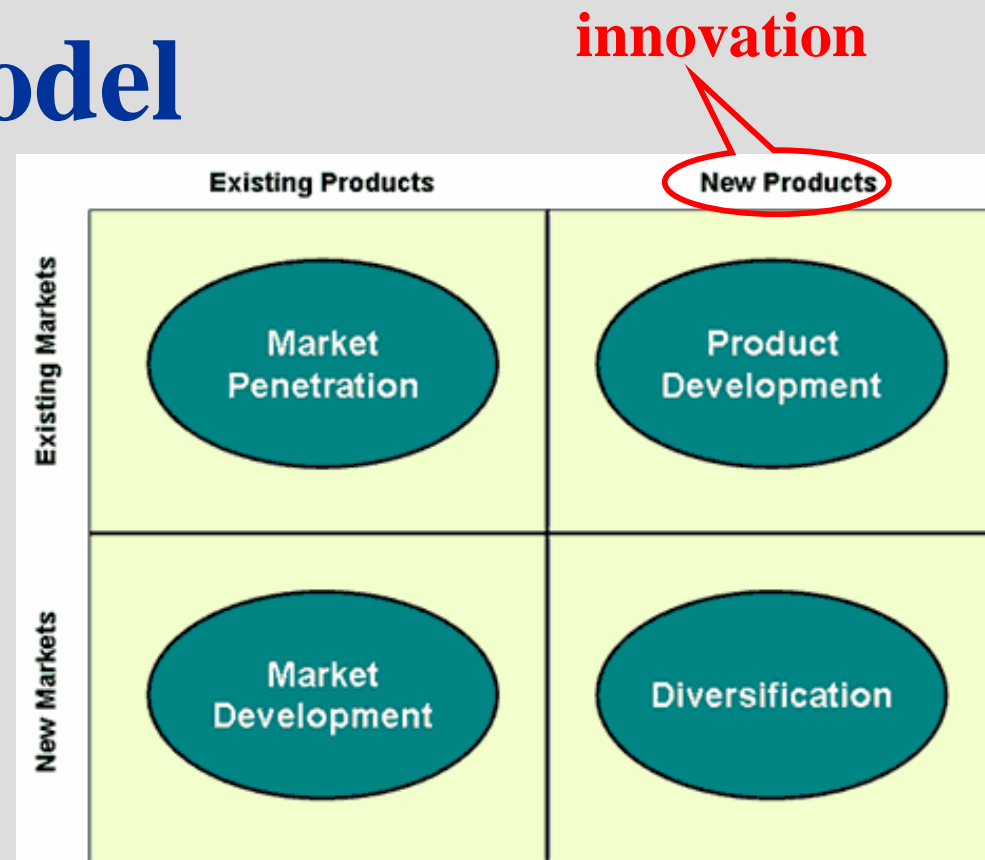
2. Marketing theory & Creativity

2.3. Diffusion of Innovations (Rogers, 1983)



2. Marketing theory & Creativity

2.4. Ansoff Model



Presentation Structure

1. Welcome to **C**reativity test ü
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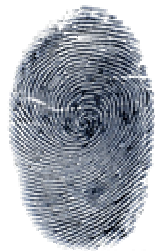
End
2
of
chapter

Creativity & Mknng

Creativity – Vocab & Theory

Presentation 2 out of 7 **is over!**

Last slide 19



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Chapter 3



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Marketing & Cre8iVT