

Public Abstract

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Department:Journalism

Degree:MA

Title:Creativity and Change:

How experience, environment and approach to creating advertisements have evolved for copywriters.

Examines how those tasked with creativity in advertising perceive their work and role over a period of considerable economic and technological change. This qualitative study adds insights and expands previous empirical research by practitioners such as Reid, King & DeLorme (1998). Through ten semi-structured interviews with a range of advertising professionals who are involved in copywriting, from Senior Copywriters to Chief Creative Officers of national advertising agencies, the author compares past and present states of creativity in advertising. The study found that recent economic and technological influences had dramatically changed the way in which copywriters work, and the work that they produce professionally. However, there was no unanimous agreement regarding any failure or decrease of creativity in its entirety — rather a call for adaptation and evolution of approaches to implementation of copy. This study provides practical and theoretical value as it contributes to role-based models of advertising, and informs current copywriters of the opinions of their peers.