



Edited by
ELEONORA PANTANO

CREATIVITY
— AND —
MARKETING

The Fuel for Success

Creativity and Marketing

This is a long-overdue study of creativity and marketing for the 21st century that is packed with delights. Creativity is central to the real world of marketing, yet as technology has completely reshaped marketing activity, books on creativity have not kept up – until now! Combining theory, empirical evidence, and case studies, just a small snapshot of the imaginative, eclectic content includes clean beauty, art co-creation for luxury brands, and using artificial intelligence to design recipes and flavours for beer. I greatly enjoyed reading this book and hope that you do too. It is an excellent text for undergraduate and postgraduate students, scholars, and marketing practitioners.

Charles Dennis, Professor of Consumer Behaviour, Middlesex University.

Creativity and Marketing: The Fuel for Success

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INVESTOR IN PEOPLE

To Vincenzo (Grillo) and Vincenzo (Forciniti) because they've always been
there for me.

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Preface

To date, marketing is about constantly innovating to deliver successful strategies and provide new customer solutions (Grewal, Noble, Roggeveen, & Nordfält, 2020; Inman & Nikolova, 2017; Pantano, Priporas, & Stylos, 2018; Pantano & Vannucci, 2019). The ability of managing new and creative approaches and appraising the relative role and value in the marketing development would secure the company's profitability, resulting in the longevity of the company and its brands (Mazerant, Willemsen, Neijens, & van Noort, 2021; Meesuptong, Jhudra-Indra, & Raksong, 2014; Slater, Hult, & Olson, 2010). However, it goes beyond the development and marketing of new products. Thus, also marketing discipline requires new visions, artistic talents, communications strategies, and so on.

In spite of much discussion about creativity and innovation (Beverland, Micheli, & Farrelly, 2016; Christensen, Noeskov, Frederiksen, & Scholderer, 2017; Coelho, Augusto, & Lages, 2011; Hemonnet-Goujot, Manceau, & Abecassis-Moedas, 2019; Merlo, Bell, Mnguc, & Whitwell, 2006; Reinartz & Saffert, 2013; Titus, 2018), few marketers still demonstrate a remarkable ability to respond creatively and cope with the marketing uncertainties. For this reason, there is a need for a strong piece of work collecting and synthesising the actual fragmented contributions, from the creativity in strategic marketing planning and marketing mix, to the creativity in store design and consumers' salesperson relationships, from the creativity in the brand management and communication, to the creativity of artificial intelligence in new product development.

The aim of this book is to combine these contributions in a way that is accessible for academic researchers, students who want to understand creativity as part of their expertise in marketing (including branding and communication, retailing and store design and new product development), and for practitioners who are experiencing the need of new creative approaches to the marketing strategies. This book is designed to strengthen the overall understanding of the creative opportunities in marketing. In particular, it encourages readers to adopt future-facing, creative approach to marketing management.

The book will consist of three sections: (1) Creativity in marketing management, (2) Creativity, design thinking and innovation, and (3) Creativity challenges and opportunities for marketing. Chapters included in the first section investigate creative marketing strategies and the fundamental role of creativity in communication strategies and planning, with recent and relevant supporting case studies. Chapters included in the second section mainly investigate design thinking to

develop new products able to better meet market expectation, and to innovate in marketing. Chapters included in the third section investigate the actual challenges for marketing and the opportunities, from the risk of creative messages on brand reputation to the successful management of virtual (fake) influencers, to guide scholars on teaching creativity to marketing students.

Thus, this book provides a strong collection of theories, empirical evidence, and case study applications synthesising the emerging research on the creativity for marketing management in an accessible way. Seeking to understand how marketers might take advantage of creativity principles, this book proposes empirical and theoretical contributions, and case studies that further offer new and provocative solutions. Enjoy your reading!

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