ABSTRACT

Today advertising has come to stay as a vital force in our total economic and social life. Its power is great but those who use it must also realize that their responsibility is even greater. Techno Creativity has an immense importance today, so the main emphasis is on intensive study of various theories, campaigns, and views of creative people in the field, and their reaction to technology-based creativity. As an essential background, it is necessary to consider creativity in advertising, its theoretical consideration, and its practical application. Creative people are coming up with a whole new culture of what communication can be and they have the vision of how the personal computer, film/digital camera, and printing technology is going to change the world. Creative advertising is business art, communication, integrity and above and above all, using the right technology.

With the increase in age, the idea to technology behavior became prominent, significant association between age and type of organization was seen. A vast majority of respondents in all other organization categories agreed on dependence on technology. Except Creative/Art Directors and Media Publishing houses, the extent of dependence on technology was high. Usage of PC compared to Mac was found more prominent across all categories of organization type.

Large numbers of respondents in the categories Creative/Art Directors, Advertising Agencies, and Media Publishing House have used film Camera. They use it for technically superior output. The use of film/Darkroom was found significantly high in the category Creative/Art Directors. In the categories Professional Advertising photographers/Film makers and Advertising Agencies, the usage was 37% and 45% respectively. Almost 60% respondents reported that the transition to new digital technology was not smooth. Almost 65% respondents reported that they were always looking for new equipment. More than 78% of respondents agree to the statement that ‘Computer enhance Creativity’. Those who disagreed considered that it was only a tool for getting better finished job. Remarkable tilt for ‘idea to technology’ was observed in categories related to Art Directors, Media Publishing houses, Advertising Agencies, and Advertising Photographers. Positive respondents to the use of technology to supplement the idea gave high preference to own idea and creativity than to readily available options. 64% of the respondents believed in using flavor of the day to use the use of appropriate technology. The viewpoint that only technology is more important or success was preferred by the majority.