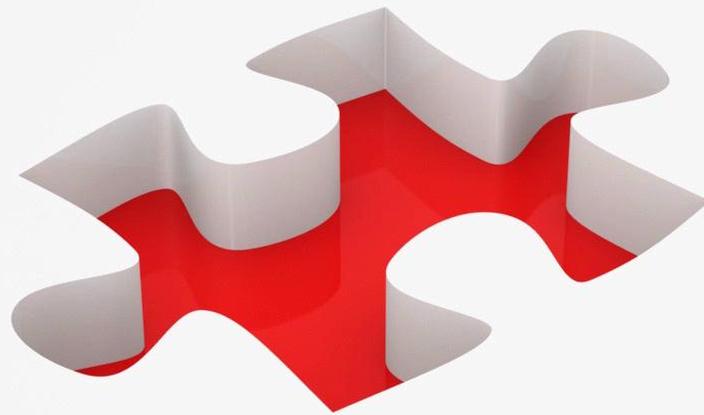
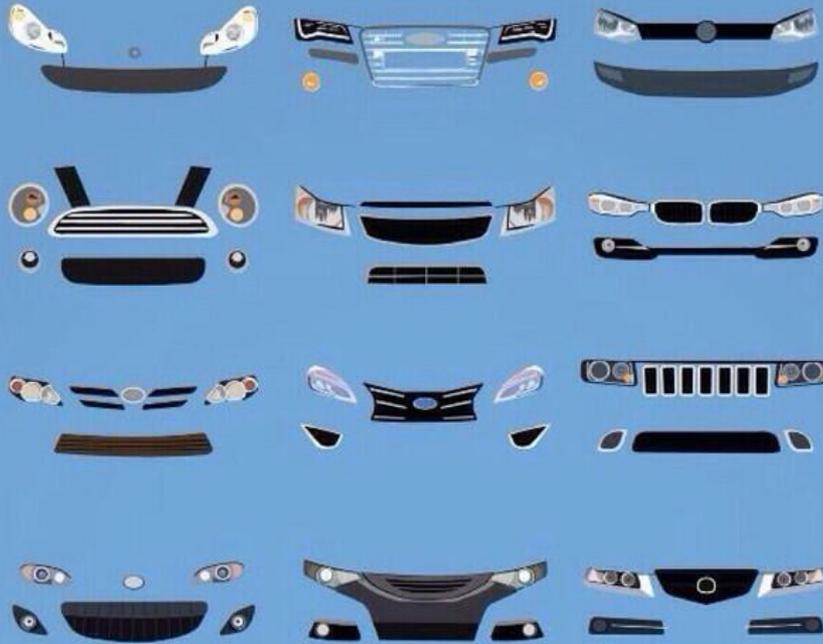


Perencanaan Kreatif Periklanan

Ema Apriyani, M.Sc





There are enough angry faces on the road



Drive friendly

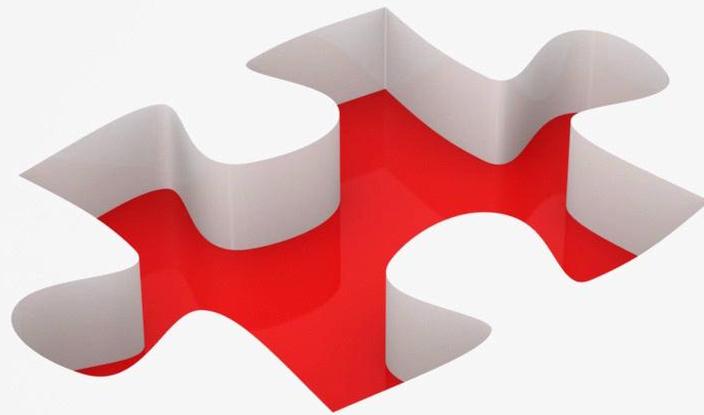


fiatcanada.com



Berpikir Kreatif

Oleh: Ema Apriyani



Mendefinisikan Kreativitas

Kreativitas :

- a). Kemampuan untuk membuat kombinasi-kombinasi (atau melihat hubungan-hubungan baru) antara unsur, data, variabel, yang sudah ada sebelumnya.
- b). Kemampuan melahirkan ide baru, baik berupa gagasan maupun karya nyata



Kreatif hendaklah melibatkan pemikiran yang realistis, reaksi & aksi serta ketekunan melatih diri





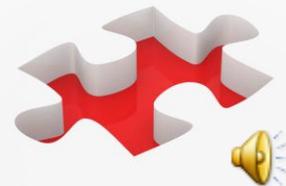
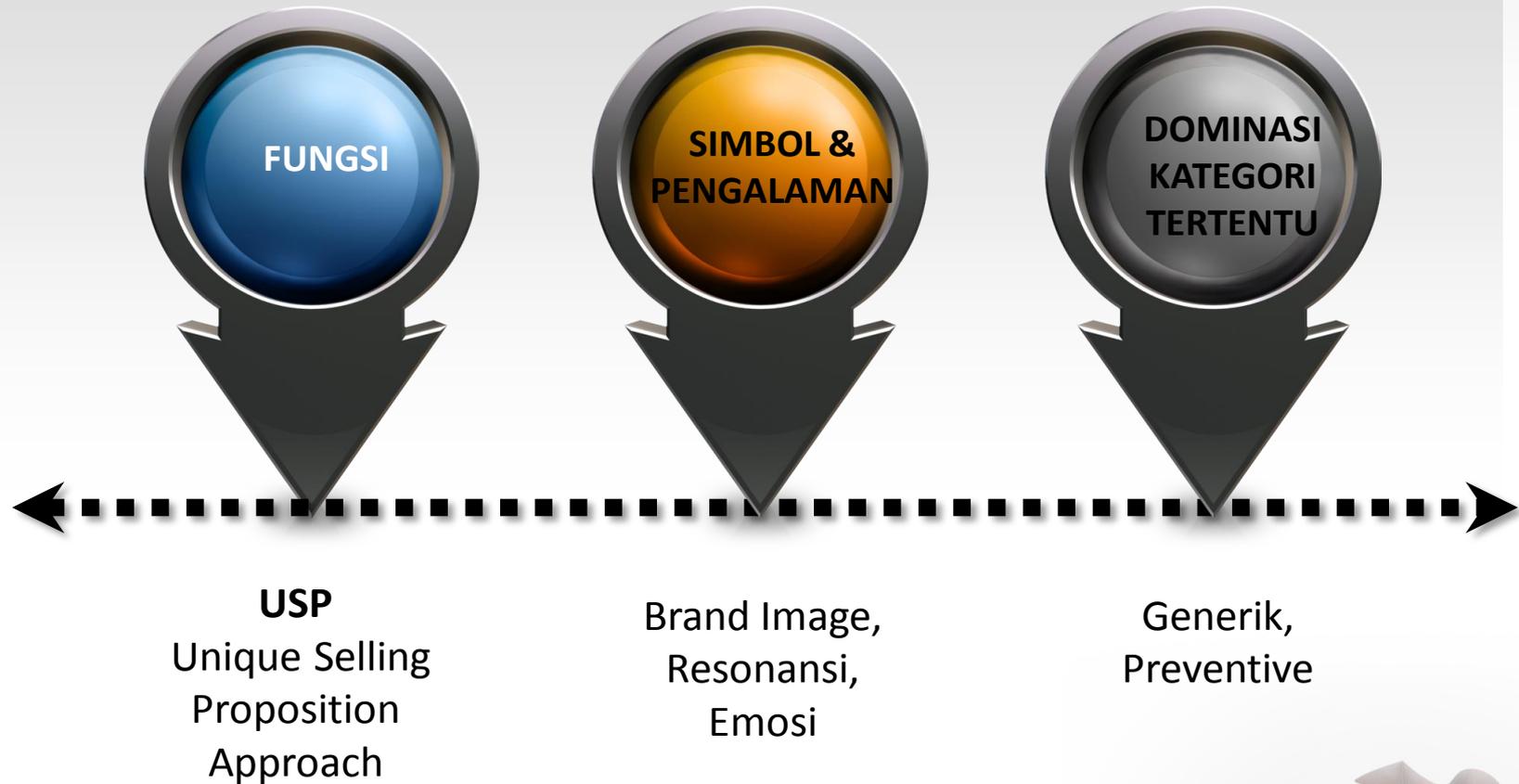
KREATIEF

Kreatif & Imajinatif

- Orang yang sukses : berpikir kreatif, dan imajinatif.
- Mampu menciptakan hal-hal baru dari kekuatan imajinasinya.



Strategi Kreatif



Kreatif vs Inovatif



KREATIFITAS



INOVASI



*Kunci sukses bertahan
ditengah persaingan*





goodservE

Mew

ORIGINAL CEREAL MILK

HALF FULL
 HALF EMPTY



cookies'n cream

ປຸງສາມາດ 180 ມາ.

goodservE

Mew

ORIGINAL CEREAL MILK



FILL UP AND GET GOING

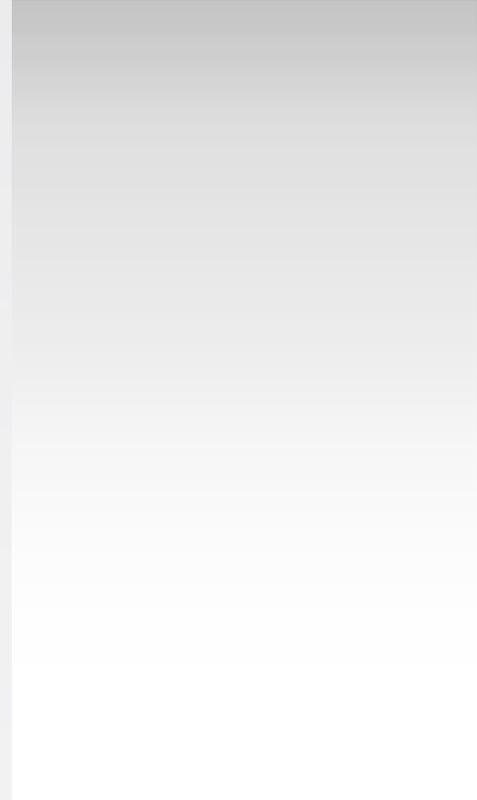
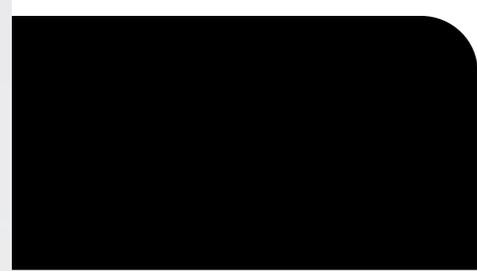
rum raisin

ປຸງສາມາດ 180 ມາ.



ນາມ ກະຊວງ 180 ມາ
COOKIES'N CREAM

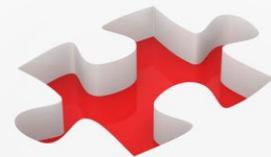
ນາມ ກະຊວງ 180 ມາ
RUM RAISIN





Milk cocktail
by Joe
Strawberry

This special two-part tale narrated by Sir Alfred Pennyworth reflects upon the life and times of Gotham City's most celebrated citizen & hints at what's next for The Dark Knight. Grant Morrison delivers a story of past memories, present heartache and future promises.





soy mamelle

all natural low fat soy drink



ALL-NATURAL
LOW FAT
SOY DRINK

soy mamelle
all natural low fat soy drink



high calcium
no cholesterol
no lactose



