

CREATIVITY STRATEGY AS TOOL TO SUPPORT OF CHANGE IN TRANSPORT MANAGEMENT

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Abstract: Implementation of creativity in transport management connects with all processes of change that bring a lot of unknown and which present uncertainty, risk, and growing potential for conflicts. This paper deals with creativity strategy as tools to support transport management that contributes to increase of transport attractiveness for customer and generates opportunities to achieve of competition advantage.

1. INTRODUCTION

The ability of modern enterprise management means to take advantage of unexpected change promptly and better as competition. The function of management in transport is to know dominates the internal and external processes thus the transport enterprise has the success in this environment.

Entrepreneurship in transport introduces in the main complex of knowledge and methods needed to ensure that the products of transport – transport – gets to the final consumer to optimal conditions. So it is necessary to concentrate to maximal satisfy meet the requirement of customers and to create new ways and find better original solutions problems by using the creative strategy that help to development transport management.

2. MANAGEMENT AND CREATIVE STRATEGY

Creativity is the heart and soul of management and marketing communications. It is about the generation of new ideas, and new ideas are nothing more or less than a new combination of old elements [1].

Creativity in integrated marketing communication should not be confined to creative ideas for “ads”. All elements of the marketing communication mix require creativity and so does the rest of the management and planning process.

Strategy always represents a large-scale plan for achieving a major goal or set of goals which often are of a long term nature.

Creative strategy consists of the guidelines for the thoughts, feelings, and impressions that are communicated with advertising and other marketing communications that help to transport management to increase of transport attractiveness for customer and generates opportunities to achieve of competition advantage.

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There are three elements that ought to be part of every creative strategy:

- Strategic Focal Points: to be sure all creative concentrate on the same strategy, it is helpful to state the creative focus clearly. The focal point is that particular aspect of the transport enterprise's problem or opportunity the campaign is intended to address.
- Positioning: as suggested earlier, refers to the way one generally gets consumers to think or feel about the product of transport enterprise, especially with respect to the competition.
- Big Unifying Idea: it can be helpful to use an attention-getting device to make ads memorable and to tie together the various elements in a creative plan.

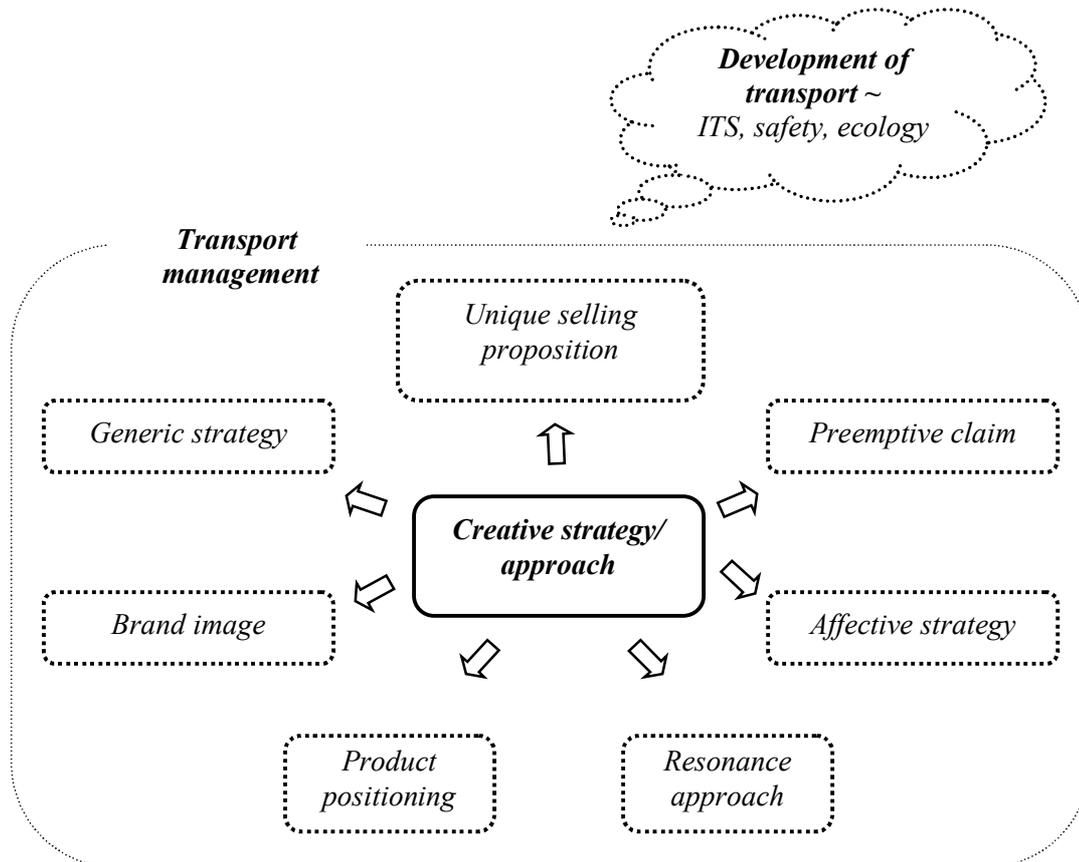


Figure 1 - Creative strategy and transport management

Table 1 - Summary of creative strategy

<i>Creative strategy</i>	<i>Description</i>
<i>Generic</i>	= straight product or benefit claim with no assertion of superiority
<i>Preemptive</i>	= generic claim with assertion of superiority
<i>Unique Selling Proposition</i>	= superiority claim based on unique physical feature or benefit
<i>Brand Image</i>	= claim based on psychological differentiation, usually symbolic association
<i>Positioning</i>	= attempt to build or occupy mental niche in relation to identified competitor
<i>Resonance</i>	= attempt to evoke stored experiences of prospects to endow product with relevant meaning or significance
<i>Affective</i>	= attempt to provoke involve- meant or emotion through ambiguity, humour, or the like, without strong-selling emphasis

These guidelines provide direction for the copywriters and managers to develop ads that are on target and within the message strategy. A creative plan is an articulation of the strategy. Manager of transport enterprise might think of it as a map. This map outlines or profiles the important strategic considerations for the campaign’s creative thrust, which ultimately drives the message.

The purpose of a creative strategy is to inspire great “creative”. However, great creative is usually based on more than just an intuitive feeling.

Creative objectives. An advertising objective consists of a message element and a media element. Creative objectives are the message part of the advertising objective. In the following advertising objective, the first part of the statement refers to a mental effect the ad is supposed to have (i. e., the message), and the second part focuses on the delivery of the message (i. e., the media).

- To establish top-of-mind awareness (the message part) in 60 % of the target audience by the end of the first quarter (the media part).

There are a number of ways to take the above advertising objective and use it to write a creative objective, perhaps as follows:

- To get the target audience to associate the brand name with the product category before any other brands.

The objective of the creative strategy is to get across a message that affects the way the target audience thinks or feels about the brand. If managers understand correctly how consumers make decisions, then these thoughts and feelings should transfer to what the advertiser would like the consumer to do-that usually means buy the product.

3. CONCLUSION

Entrepreneurship domain includes transport market, as place of orientation all entrepreneurially activities and transport service in their reciprocal interaction. Transport management is concentrates on assess of transport requirement convenient measure, requirement existence on particular transport type and transport service and precipitate or create new transport market or extend exist transport market. So transport management examines present situation of transport market and also orientation of next demand trends and opportunities of customer satisfy requirement.

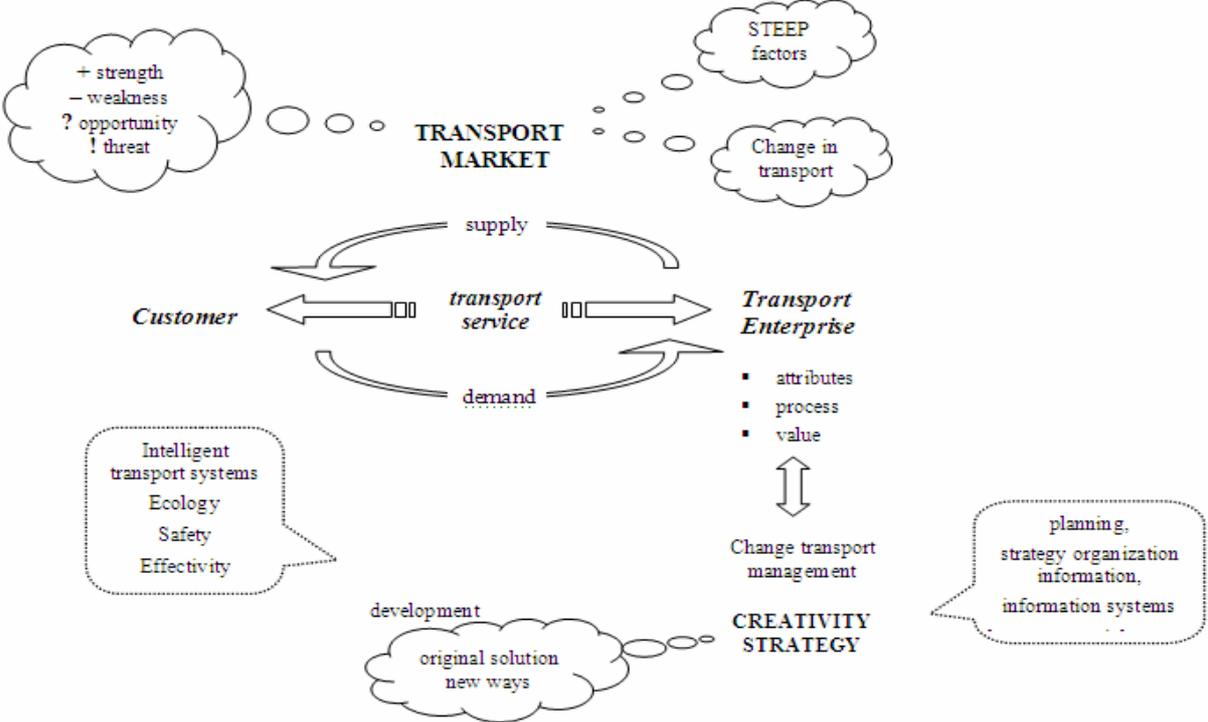


Figure 2

To give depth to a creative plan, other elements can be added to supply nuance and richness to the strategy. By using some of these optional elements, manager can wind up with a more complex strategy that works on different levels. The desired result is a total effect that is both synergistic and ultimately more persuasive.

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