



# Creativity and Risk in Advertising in Uzbekistan

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# Ads Market Overview

## Global ad market will take years to recover from COVID-19

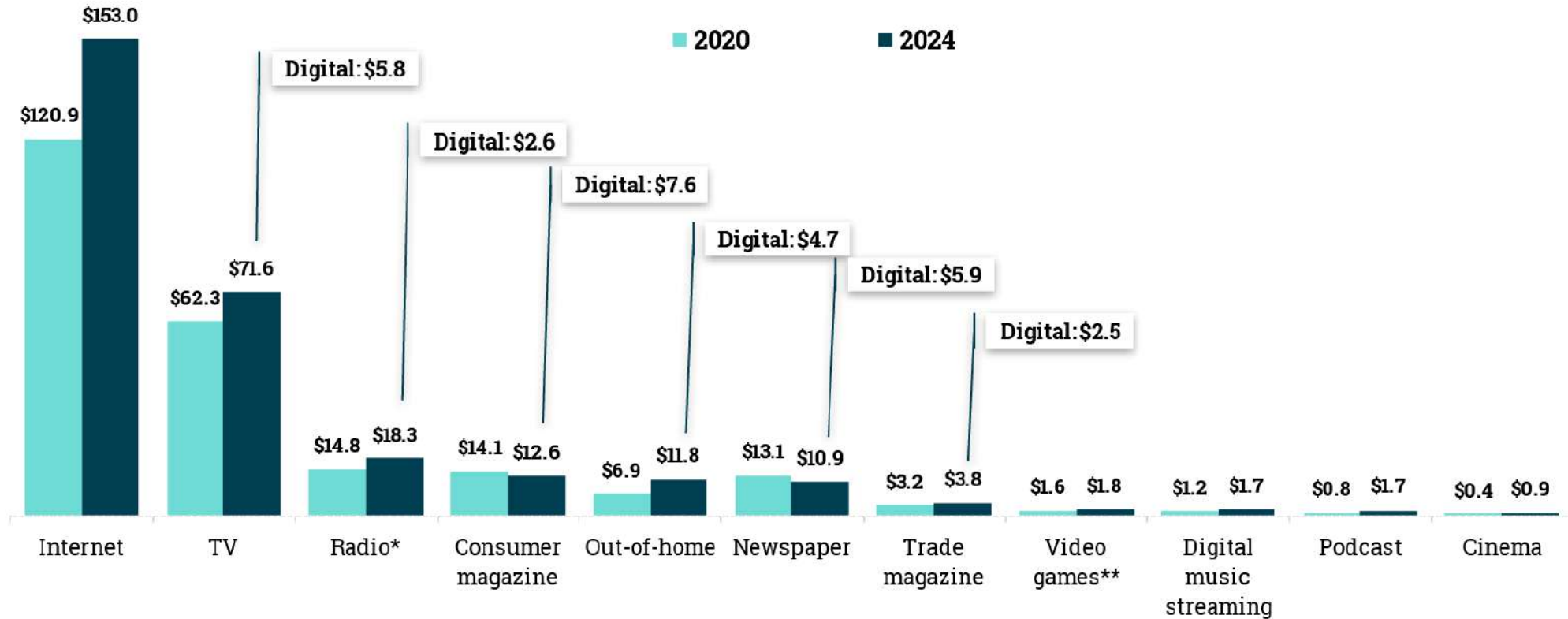
World Advertising Research Center (WARC) Global Advertising Trends: State of The Industry 2020/21, which says it will take **at least two years for the global ad market to fully recover.**

A forecast 6.7% rise in 2021 will only recoup 59% of 2020's losses; the market would need to grow by 4.4% in 2022 to match 2019's peak of \$620.6bn.

WARC (2020) research from 100 markets worldwide shows that 2020 was the worst year on record for traditional advertising media, while the online market failed to record growth for the first time since the Dotcom crash.



# US Advertising Media Market Sizes (\$B), 2020 v. 2024



Published on MarketingCharts.com in September 2020 | Data Source: PwC

Traditional media figures include online equivalents (e.g. \$11.8 in OOH advertising includes forecast \$4.7B in digital OOH)

\*Figures include advertising in Canada \*\*Excludes e-sports

# Challenges For A Modern Brand: Too Many Ads!

Digital marketing experts estimate that most Americans are exposed to around **4,000 to 10,000 ads each day**. With the figures nearly double that of 2007!

(Forbes, 2017)



# Creativity in Ads

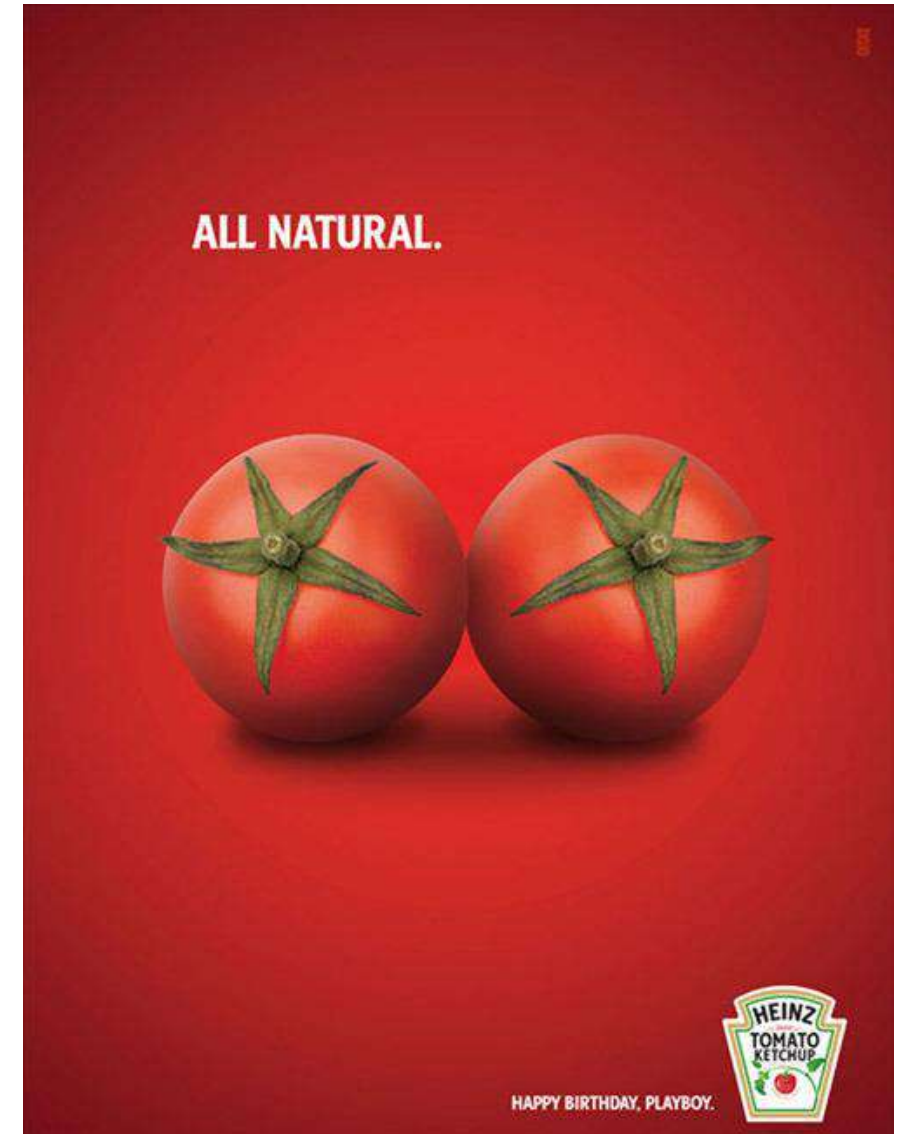
## Literature Review

“Nothing is more efficient than creative advertising. Creative advertising is more **memorable**, **longer lasting**, works with **less media** spending, and builds a **fan** community...faster.”

Reinartz and Saffert (2013)



**But** Creative Advertising can be **Risky!**



## Clients are reluctant to run risky campaigns

Sasser et. al (2013) claim that marketers say they want a lot of creativity in advertising, but their agencies believe that these *clients are reluctant* to tacked on modern creative works and are not ready to run *risky campaigns*.



# Literature Review Findings

- Young males prefer creative advertising and older and female staff of agencies are less risk averse.
- Plan A and Plan B Ads

(El-Murad and Gouglas, 2003)



**Creative**

**VS.**



**Risk Averse**



JAN  
2021

# INSTAGRAM: AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE\* THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



UZBEKISTAN

POTENTIAL AUDIENCE\*  
THAT FACEBOOK REPORTS  
CAN BE REACHED USING  
ADVERTS ON INSTAGRAM



3.50  
MILLION

INSTAGRAM'S POTENTIAL  
ADVERTISING AUDIENCE  
COMPARED TO THE TOTAL  
POPULATION AGED 13+



13.9%

QUARTER-ON-  
QUARTER CHANGE  
IN INSTAGRAM'S  
ADVERTISING REACH



+9.4%  
+300 THOUSAND

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT INSTAGRAM  
REPORTS IS FEMALE\*



28.6%

PERCENTAGE OF  
ITS AD AUDIENCE  
THAT INSTAGRAM  
REPORTS IS MALE\*



71.4%

JAN  
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# FACEBOOK ACTIVITY FREQUENCY

THE NUMBER OF TIMES A 'TYPICAL' USER AGED 18+ PERFORMS EACH ACTIVITY ON FACEBOOK



UZBEKISTAN

NUMBER OF  
FACEBOOK PAGES  
LIKED (LIFETIME)



1

FEMALE: MALE:

1

1

POSTS LIKED IN  
THE PAST 30 DAYS  
(ALL POST TYPES)



5

FEMALE: MALE:

9

4

COMMENTS MADE IN  
THE PAST 30 DAYS  
(ALL POST TYPES)



1

FEMALE: MALE:

2

1

FACEBOOK POSTS  
SHARED IN THE PAST 30  
DAYS (ALL POST TYPES)



1

FEMALE: MALE:

1

1

FACEBOOK ADVERTS  
CLICKED IN THE PAST 30  
DAYS (ANY CLICK TYPE)



8

FEMALE: MALE:

11

6

# Studies in the developed countries of the West



- Numerous scholars such as El-Murad and West (2003), Sasser et. al (2013) accept the fact that creative advertising is usually the result of taking advertising *risks*.
- Nevertheless, majority of researchers run their studies in the developed countries of the West, the UK to be specific.

# Research Gap



There is a gap in the knowledge and little is known about the Risk and Creativity relationship in Uzbekistan in particular. To fill this gap, it would be valuable to academics and practitioners to throw light on this geographic area.

- Uzbekistan consumers' responses to creative advertising is completely unknown now, therefore, it is essential to establish whether they are similar to Western consumers.
- For example, the study can reveal whether advertisement idea that is perceived to be creative in the West can be lost on Uzbek consumers, or even worse, probably can be seen as offensive.

# Research question and objectives

## **Research question**

How the advertising risk and creativity are related with each other in Uzbekistan?

## **Research objectives:**

1. To identify the elements of creativity in advertising
2. To determine the attitudes towards risk
3. To investigate the relationship between risk and creativity in advertising
4. To analyse effectiveness of creative advertising

# Data collection process

- 1. From the perspective of **advertising senders**
  - a) Conducting semi-structured **face to face interviews** with 10-15 respondents, these are marketing practitioners of business sector and representatives of advertising agencies.
  - Representatives of our research **team will visit advertising experts** from regions of Uzbekistan to arrange these interviews.
  - Current interviews will assist to shed light on Research Objective 1 (To identify the elements of creativity in advertising and RO 2 (To determine the attitudes towards risk)
  - b) Running **1000 online questionnaires** via e-mail and the most popular messengers in Uzbekistan (Telegram) among employees of advertising agencies and marketing specialists in business sector.
  - The aim of this questionnaire is to carry out quantitative measures for fulfilling RO3 (To investigate the relationship between risk and creativity in advertising).

# Data collection process

- 2. From the perspective of **consumers** to identify their vision of creative advertising, its attractiveness and impact on their behaviour.
- a) Distributing online and offline **questionnaires among consumers** to fulfil
- RO<sub>4</sub>: To analyse effectiveness of creative advertising



# Research Implications

- The research findings will be helpful for marketing experts to **determine staff attitude** towards creativity and risk and may lead to organizing creativity workshops
- Advertiser may use this study results to decide whether to use **more creative or less risk averse advertising** for a particular target audience

