Chapter 1: Creativity: Concept Is Still King

Test Bank

# Multiple Choice

1. No matter who drives the process, the creative team must know \_\_\_\_\_\_.

A. the art director is the copilot of the project

B. how each member of the agency will fit into the account

C. what role the coach or the creative director wants to play

D. the product frontward and backward, inside and out

Ans: D

Answer Location: The Creative Team

2. The Golden Age of advertising included which of the following?

A. social media

B. straightforward copy

C. digital content

D. simpler designs

Ans: D

Answer Location: Before We Move Ahead, a Brief Nod to the Past

3. Which of the following is a common job responsibility of a copywriter?

A. print buying

B. billing

C. media buying

D. new business

Ans: D

Answer Location: What Else Does a Writer Do?

4. In the creative process, the first step is to get the facts and the last step is to \_\_\_\_\_\_.

A. put down the pencil and get the work digitized

B. discover what worked and why

C. develop a new headline

D. get it right and follow through

Ans:

Ans: B

Answer Location: Ten Tips for Controlling the Creative Process

5. As a marketing professional, what is your primary focus?

A. to fine tune the message

B. creating unsolicited marketing messages

C. finding information your target audience wants to receive

D. start with the concept

Ans: C

Answer Location: What You Need to Learn

6. Which creative role is ideal for someone who likes a flexible schedule and a variety of clients?

A. freelance writer

B. account planner

C. social media specialist

D. public relations writer

Ans:

Ans: A

Answer Location: Where Do I Go From Here?

7. What does *flow*, as it relates to creativity, refer to?

A. a phenomenon constructed through an interaction between producers and audience

B. the movement of ideas from art director to creative director

C. a way of thinking that involves physical movement across space

D. the movement of ads through the production department

Ans: A

Answer Location: Common Sense, Science, and Doing the Right Thing

8. Many ad agencies today suffer from a lack of \_\_\_\_\_\_.

A. creative strategy

B. diversity

C. flow

D. left-brained thinking

Ans: B

Answer Location: Common Sense, Science, and Doing the Right Thing

9. The number one rule in advertising is \_\_\_\_\_\_.

A. advertising is a business

B. creativity rules advertising

C. anyone can be creative with hard work

D. creative directors are always right

Ans: A

Answer Location: Common Sense, Science, and Doing the Right Thing

10. In advertising, what you are selling and what consumers are buying is \_\_\_\_\_\_.

A. features and benefits

B. things

C. satisfaction of wants and needs

D. comfort and security

Ans: C

Answer Location: Creating From the Consumer’s Point of View

11. Why do account executives need to learn about creative strategy?

A. They evaluate creative work.

B. They evaluate market conditions.

C. Their primary job function is to write copy.

D. They have to apply their mastery of digital media.

Ans: A

Answer Location: Who Wants to Be Creative?

12. Who is generally the coach of the creative team?

A. copywriter

B. art director

C. web developer

D. creative director

Ans: D

Answer Location: The Creative Team

13. Which of the following is the responsibility of the copywriter?

A. graphic design

B. app coding

C. managing the creative director

D. doing research

Ans: D

Answer Location: What Else Does a Writer Do?

14. What is the first step in the creative process?

A. ideation

B. getting the facts--doing research

C. selling the creative director

D. jotting out a rough ad and copy

Ans: B

Answer Location: Ten Tips for Controlling the Creative Process

15. Why is it important to use a pencil before moving to the computer in creative work?

A. It’s important to clarify creative concept.

B. because it’s easier to include the rest of the creative team that way

C. because your creative director prefers pencil

D. It helps to sell it to the client.

Ans: A

Answer Location: Ten Tips for Controlling the Creative Process

16. How do you know if you’ve failed to sell the client?

A. if they have difficulty with the color scheme

B. if they express concern about cost

C. if they feel challenged creatively

D. if they say, “This looks just like the competitor’s ad.”

Ans: D

Answer Location: Ten Tips for Controlling the Creative Process

17. After working in entry-level copywriting, what position might you move to?

A. account service

B. public relations writer

C. social media specialist

D. all of these

Ans: D

Answer Location: Where Do I Go From Here?

18. Which job involves daily monitoring, posting, and content development, along with some social media advertising?

A. account planner

B. social media specialist

C. interactive expert

D. internal advertising

Ans: B

Answer Location: Where Do I Go From Here?

19. Which job is most likely to use strategic thinking (take a long view), including market and competitive analysis?

A. interactive expert

B. video producer

C. creative strategist

D. promotion director

Ans: C

Answer Location: Where Do I Go From Here?

20. According to your text, individuals interested in creative work are likely seeking \_\_\_\_\_\_.

A. fame, fortune, and fun

B. ethics, excitement, and energy

C. freedom, fun, and finality

D. sexism, racism, and dirty dealings

Ans: A

Answer Location: What’s in It for Me?

21. The conflict between what you’d like to do as a creative and what the client makes you do is known as \_\_\_\_\_\_ in advertising.

A. business

B. compromise

C. creative schizophrenia

D. creativity

Ans: C

Answer Location: Common Sense, Science, and Doing the Right Thing

22. Which of the following is a good reason to presell your idea to the account executive?

A. to get a promotion

B. to have an ally when pitching to the client

C. to challenge him or her creatively

D. to confirm research

Ans: B

Answer Location: Ten Tips for Controlling the Creative Process

23. What do consumers buy, according to advertisers?

A. services and goods

B. satisfaction of their wants and needs

C. self-actualization

D. expensive products

Ans: B

Answer Location: Creating From the Consumer’s Point of View

# True/False

1. Creativity can be taught.

Ans: F

Answer Location: chapter-opening section

2. Having good ideas is more important than writing with style.

Ans: T

Answer Location: Who Wants to Be Creative?

3. The copywriter drives the creative process.

Ans: T

Answer Location: The Creative Team

4. Affiliation, according to Maslow, is about avoiding pain and discomfort.

Ans: F

Answer Location: Creating From the Consumer’s Point of View

5. Social media specialists should understand the creative possibilities of each medium.

Ans: F

Answer Location: Who Wants to Be Creative?

6. Public relations is rarely part of a copywriter’s job.

Ans: F

Answer Location: What Else Does a Writer do?

7. The Golden Age of Creativity was revolutionary because it shifted the focus away from the product and onto the brand.

Ans: T

Answer Location: Before We Move Ahead, a Brief Nod to the Past

8. During the creative process, the copywriter can help by finding reference visuals.

Ans: T

Answer Location: Ten Tips for Controlling the Creative Process

9. Copywriters typically work alone.

Ans: F

Answer Location: The Creative Team

10. A web or interactive expert should be a whiz at HTML.

Ans: F

Answer Location: Where Do I Go From Here?

11. The study of consumer behavior includes sociology.

Ans: T

Answer Location: Knowing What Makes the Consumer Tick

12. Marketing professionals should understand the importance of presenting their work.

Ans: T

Answer Location: What You Need to Learn

# Essay

1. What did creatives do during the so-called Golden Age that was revolutionary in advertising?

Ans: Example would ideally include one or more of the following: stronger visuals, simpler designs, brand building, iconic spokespersons, and break from the status quo.

Answer Location: Before We Move Ahead, a Brief Nod to The Past

2. Learning to navigate and control the creative process includes the art of selling. What does that mean in terms of who must be sold before your work can move into production?

Ans: Example would ideally include creative director, account executive, and/or the client.

Answer Location: Ten Tips for Controlling the Creative Process

3. People do not buy things. What does this mean for advertising?

Ans: Example would ideally include: a reference to satisfying the consumer’s wants and needs

Answer Location: Creating From the Consumer’s Point of View

4. Explain the difference between a promotion director and a public relations writer in the field of advertising.

Ans: PR writers work with the media; promotion director handles marketing materials that are not part of traditional advertising

Answer Location: Where Do I Go From Here?

5. What are three things copywriters do, in addition to writing?

Ans: Example would ideally include three of the following: research, strategy, ideation, client contact, broadcast producer, new business, public relations, and creative management

Answer Location: What Else Does a Writer Do?

6. Why do account executives and account planners need to understand creativity?

Ans: Example would ideally include: evaluating creative work and developing strategy

Answer Location: Who Wants to Be Creative?

7. What are three things copywriters do, in addition to writing?

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Answer Location: What Else Does a Writer Do?