



## EYE Agency \_ Exercise of creative decision-making capacity

The objective is to make you use the strategy of creative thinking and to make you understand the contemporary challenges that managers and entrepreneurs of Marketing companies should be able to face and also to know how to build models and tools to design and implement appropriate actions to satisfy consumers by creating a competitive advantage over the competition. The exercise can be done individually and then continue a group discussion on which decision is best to take with respect to the case in question.

### ➤ Introduction

There is the crisis of traditional communication and advertising agencies, with a collapse in attention and memorization of commercials by consumers which has been constant for over twenty years.

Martin Lindstrom wrote in 2013:

*In 1965 the average consumer remembered 34% of advertising; by 1990, the percentage had dropped to 8%. Today, if I ask a consumer which company sponsored the television program he loves most, in the majority of cases he remains silent.*

But online advertising that exploits the media is also in crisis.

*70-80% of users ignore sponsored search results, while the number of devices with active ad blocking has grown from 142 million to over 615 (source: [Endurancecloud](#) ). 70% of marketers fail to convey the message appropriately and only 1 in 100 ads are clicked (source: [Crmwebnews](#)).*

You started an innovative advertising start-up: E\_EYE

There is a lot of competition and customers are increasingly difficult to find. You must propose your own product in order to position your company on the marketing and advertising market.

It's a complex problem, you have to think of a new solution, creativity is needed to solve it!

### ➤ Solutions?

Decide to use Creative Decision Making to solve this problem, because:

*Creative decision making is the ability to consider all perspectives and solve a problem in a new way.*

It can establish new or better alternatives, offer a new method, or even help discover a new product or service to offer a company.

Balancing creative decision making with an analytical perspective helps companies consider all options when solving a problem or performing a task





The process involves 5 phases:

- 1) Recognition of the problem
- 2) Immersion
- 3) Incubation
- 4) Lighting
- 5) Verification and application

Do a brainstorm with your work group (step 1). It emerges that:

-Some marketing companies have gone beyond market analyses, tests or consumer focus groups to guide purchasing choices. Now with some techniques we observe consumer behaviour and attention to products. What he expresses with the movement of the eyes, of the facial muscles, with sweating. It is the new frontier of marketing which is useful for increasing company sales

You have analysed your agency's problem (phase 1) now you can dedicate yourself to phase 2: Immersion. You will research the topic and gather information. Return to the Quest to continue and Good work!



Co-funded by  
the European Union

[2022-1-FR01-KA220-VET-000088929](#)

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.