Creativity in marketing communication is an interactive technical note that attempts to show the importance of creativity in the strategic marketing world. In order to do this, many Cannes Lions spot award winners are presented, as well as interviews with explanations and interactive exercises.

This technical note includes the following sections:

- Communication
- Communication integrated to marketing
- The publicity process
- Creative techniques
- Exercises

A technical note in .pdf format (paper version) accompanies this documentation.
In the first section, a selection of outdoor publicity from Cannes Lions award winners is shown.

In the second section many good examples of spots are presented, to explain how the creativity campaign has to suit the advertising objectives and the target.
In the third chapter, two interviews are shown. The first develops and explains the process from the writing of the script to the spots production, whilst in the second, one of the creators involved discusses a real example of the campaign development for a large bank.
In the fourth section, different creative techniques are explained with the help of spots of each of these techniques.

In the final part, three analysis exercises are presented. Students have to watch three airline spots and then analyze each of them with maps and by following an established criteria related to the strategic aspects of marketing. After the analysis, students can compare their points of view with that of the authors.