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Theodore Levitt mentioned that "Creativity thinks new things, innovation does new things". In today's media landscape, where it is very difficult to shape consumers' attitudes and intentions and take them to the next level in the buying process, advertising agencies find it even more difficult to break free from competing advertising. The advertising industry has undergone dynamic changes over the last few decades. The changes have been good in terms of technology advancement, mediated methods and more to attract consumers to creativity. Creativity has had an impact on advertising and understanding the value of creativity in advertising. The importance of the creativity factor in advertising has gained widespread recognition by many researchers, practitioners, but there is a lack of real and systematic research to define advertising creativity and how it relates to the effectiveness of advertising.