Enhancing depth in practitioner interviews: application of cognitive interviewing to trace how advertising practitioners develop creative ideas

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Abstract

Various data collection methods are available for gathering data on the advertising creative process. However, due to the hidden socio-cognitive and emotional nature of idea generation, many of those methods are unable to capture the ideation paths that researchers want to discover when investigating the creative process. Also, access to advertising practitioners' social workspace and individual creative moments make existing data collection techniques less effective as some of them are found to be invasive at the active moments of campaign development. This study adopted investigative cognitive interviewing technique (CI) to underpin in-depth interviews with secondary documents as stimuli to explore three advertising campaigns. The study revealed that using CI to underpin in-depth retrospectively brings back unnoticed details of advertising ideation. Outcomes of CI application are discussed and developed into a matrix. Limitations and future research on CI-related triangulations are discussed.

Advertising Creative Process, Constructivist In-depth Inquiry, Cognitive Interviewing