

# Professionals' View on Nowadays Creativity in Online Advertising

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**Abstract:** *Digital marketing has been developing a huge dynamic potential for the past few years, considering the steady relationship as its target. Therefore, professionals look for new ways to rebrand themselves as creative people according to social changes that may cause even brand repositioning because the market always relies on consumer behaviour. Nowadays, technology is a continuous challenge, as it can alter consumers' lives in communities, as well as advertising perception itself. This paper aims to present the perception of online creativity through the eyes of young professionals working in digital advertising, thus enhancing their online skills to become more effective. Romania exhibits hybridized age groups in terms of media channel use. For example, people over 50 use television as a primary source of information and, by contrast, the mid-career 40-50 categories consider the Internet a viable alternative to other media channels. When it comes to young people over 14, online is the main or the only source of information. The main hypothesis of my research is that advertising mirrors not only a changing society, but also the relationship between advertisers, clients' demands and consumers' expectations. My mixed methods, consisting of interviews and content analysis to investigate the collected data, focus on the advantages and disadvantages of online advertising, as well as on creativity development in the digital world.*

**Keywords:** *online; marketing; creativity; advertising; future.*

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