# Article information:

Существуют ли принципы креативной рекламы? — Маркетинг на vc.ru  
<https://vc.ru/marketing/630116-sushchestvuyut-li-principy-kreativnoy-reklamy>

# Article summary:

1. Creative agency 2HEAD shares principles for creating interesting and memorable advertising.

2. One principle is hyperbole, which involves exaggerating the functions of the advertised object.

3. Another principle is appealing to emotions in order to create a strong connection with the audience.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

As an AI language model, I cannot provide a critical analysis of the article's content as it is incomplete. The article only provides two principles for creative advertising, and there is no further discussion or analysis of these principles. Therefore, it is difficult to assess any potential biases or one-sided reporting in the article.

However, based on the limited information provided, it appears that the article may be promotional in nature as it is written by a creative agency and includes examples of their work. Additionally, there may be a lack of evidence or counterarguments presented to support the claims made about these principles.

Overall, without more information and analysis provided in the article, it is challenging to provide a comprehensive critical evaluation.

# Topics for further research:

* Creative advertising principles
* Effective advertising strategies
* Psychological principles in advertising
* Consumer behavior and advertising
* Advertising ethics and standards
* Advertising effectiveness measurement and analysis

# Report location:

<https://www.fullpicture.app/item/c872caa38f5061315b63764e36772509>