

# Bachelor's Thesis

For our bachelor's thesis, my project partner and I explored how a changing society influences creative ideas in the advertising industry. Our research question was:

***“How do creatives in leading Norwegian advertising agencies balance authenticity and social responsibility with the demand for commercial effectiveness when developing campaign ideas for Generation Z?”***

Through **qualitative interviews** with creatives from Norwegian advertising agencies and an industry expert, we gained insight into the journey from the first idea to the final campaign. We found that ideas often begin with creative freedom but are gradually shaped by client expectations, brand strategy, social responsibility, reputational risk and commercial objectives.

Authenticity is also not a fixed quality, but depends on whether the communication feels credible and relevant to its audience.

My main takeaway was that **creativity does not exist separately from society**. As audiences, values and expectations change, creative ideas must evolve with them. Strong communication is therefore created through a continuous balance between originality, relevance, responsibility and strategic purpose.

