



# The Creative Process

## Pulling Ideas From Fire

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## The Creative Process: Pulling Ideas from the Fire

Lucidia - *an interactive agency* | [www.lucidia.com](http://www.lucidia.com)

Creative. It's a word you'll hear a lot if you're shopping around for an agency to work with that will represent you and help sell you to the world. It's also a word that's sometimes hard to quantify.

Unlike things such as "primary and secondary market research" that can easily be translated into quantified facts and figures on pages and in spreadsheets, creativity is nebulous. And to the naked eye, it's invisible.

We'll admit it. It's much easier to place a value on visible things. For example, it's easy to see what your mechanic has done to your car, or what a chef has cooked for you. It's visible. Tangible.

Creativity comes from the imagination. It has no shape, no colour, and admittedly it's hard to measure. Yet creativity is in many ways the foundation of marketing communications work, it's the place where art and science mix together to find you the perfect imagery, words, and ideas that almost magically help to make your phone ring or customers walk through your door.

It is the ether that separates mediocre work from great work. We can't show you creativity, but we can talk to you about our process, and how we use our creativity for your benefit.

Here is what happens when you come in and work with us. We'll sit down with you and we'll ask questions: questions about you, your customers and about the sorts of things that make you different from everyone else.

Then we'll do our thing.

For us, the creative process is like a kiln. We'll take the questions we've asked you, any other research relevant to you, mix it with our intuition and skills and then add fire. From that fire, we pull something new out. Something that has never existed before and something that will help you communicate with the world.

Although we are in the business of building websites, web-based business systems, digital advertising, and the like, our creativity is our bedrock.

It's one of the things that drive us to deliver great work for our clients.

It's why we're Lucidia.