

Advertising creativity at the crossroads: A cross-national comparison between Hong Kong and Türkiye's advertising industries

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Abstract

Hong Kong and Türkiye have long been hubs of commerce and communication between the West and other lucrative, yet less accessible, parts of the world. However, recent economic and socio-political changes – not to mention the impact of AI and digitalization - have led many to reconsider the role of Hong Kong as a gateway to China, and Türkiye to the Middle East. The authors interviewed 42 senior advertising professionals from Hong Kong and Istanbul, finding that they commonly lament the ‘brain drain’ of creative talent, the increasing fragmentation of the ‘big idea’, and the democratization of creativity. Practitioners in both locations also expressed a surprisingly fearless, welcoming attitude towards AI. But views differed significantly regarding the future of advertising: industry, creativity, and practice. Through these insights into two lesser known, yet important markets, we glimpse the future of the advertising industry, globally.

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