

Literature list KEM E24

Below is a prioritized list of the literature I have studied during the course.

Creative Marketing

1. What is creativity/creative marketing?

Articles

Haslund, A. (2023, 29. november). *Velbetalte kreative job, så langt øjet rækker: "Vi er kommet meget sent i gang"*. Finansforbundet. Hentet fra <https://finansforbundet.dk/dk/nyheder/2023/velbetalte-kreative-job-saa-langt-oejet-raekker-vi-er-kommet-meget-sent-i-gang/>

Cannes Lions. (n.d.). *Creative Effectiveness Lions*. Retrieved November 26, 2024, from <https://www.canneslions.com/awards/lions/creative-effectiveness>

Terney, S. I. (2022, 21. december). *11 fagprofiler: Her er de vigtigste tendenser i branchen i 2023*. Markedsføring. Hentet fra <https://markedsforing.dk/artikler/nyheder/11-brancheprofiler-her-er-de-vigtigste-tendenser-i-branchen-i-2023/>

Egebjerg, N. (2023, 2. januar). *10 grunde til, at kreativitet er vigtigt*. Yonobi. Hentet fra <https://yonobi.com/da/blogs/news/being-creative-and-why-its-important-for-our-well-being>

Kommunikation-11. (2024, 18. juni). *Kreativ content marketing: Sådan skaber du indhold, der engagerer og konverterer*. Kommunikation-11. Hentet fra <https://kommunikation-11.dk/kreativ-content-marketing-saadan-skaber-du-indhold-der-engagerer-og-konverterer/>

Lau, G. (2023, 1. august). *Sådan skaber du følelsesmæssige forbindelser med oplevelsesbaseret markedsføring*. Ranktracker. Hentet fra <https://www.ranktracker.com/da/blog/how-to-make-emotional-connections-with-experiential-marketing/>

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Adobe Communications Team. (2024, 2. februar). *Creative pros are leveraging generative AI to do more and better work*. Adobe. Hentet fra <https://blog.adobe.com/en/publish/2024/02/02/creative-pros-generative-ai-usage>

Kantar. (2024). *Cannes Lions 2024: Five takeaways for marketers*. Hentet fra <https://www.kantar.com/inspiration/advertising-media/cannes-lions-2024-five-takeaways-for-marketers>

Mclaughlin, A. (2019, 22. juni). *Cannes Lions winners 2019*. Creative Review. Hentet fra <https://www.creativereview.co.uk/cannes-lions-winners-2019/>

Emergen Research. (2024, 17. januar). *Augmented reality revolutionizing retail: From virtual try-ons to interactive in-store experiences*. Emergen Research. Hentet fra <https://www.emergenresearch.com/blog/augmented-reality-revolutionizing-retail-from-virtual-try-ons-to-interactive-in-store-experiences>

Proven Reality. (2024, 28. maj). *15 virtual reality retail experience examples*. Proven Reality. Hentet fra <https://provenreality.com/virtual-reality-retail-experience/>

SG Analytics. (2023, 24. november). *The role of AI and data analytics to drive personalization strategies*. SG Analytics. Hentet fra <https://www.sganalytics.com/blog/role-of-ai-and-data-analytics-to-drive-personalization-strategies/>

Contentify AI. (u.å.). *The role of AI in personalized marketing*. Contentify. Hentet fra <https://contentify.app/marketing-ai/the-role-of-ai-in-personalized-marketing/>

Kelly, R., & A. (2024). *How do you use social media to spark your creativity and connect with other creative professionals?* LinkedIn. Hentet fra <https://www.linkedin.com/advice/0/how-do-you-use-social-media-spark-your-creativity>

Seelig, T. (2015, 27. maj). *Entrepreneurial success depends on actions, attitudes and practice, Stanford expert says*. Stanford News. Hentet fra <https://news.stanford.edu/stories/2015/05/entrepreneurial-success-depends-on-actions,-attitudes-and-practice,-stanford-expert-says#:~:text=The%20Invention%20Cycle%20is%20a,step%20through%20the%20invention%20process>

Geer Hammershøj, L. (2015). *Kreative processer - teori*. Systime. Hentet fra <https://i.systime.dk/?id=399>

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Bopgun. (2014, 13. november). *What is creative storytelling?* Bopgun. <https://www.bopgun.com/what-is-creative-storytelling/>

Biteable. (2022, 23. november). *55 creative marketing ideas for your product or business*. Biteable. <https://biteable.com/blog/marketing-ideas/>

Videos

Preece, D. (2018, 4. december). *Burger King Whopper Detour Campaign* [Video]. YouTube. Hentet fra <https://www.youtube.com/watch?v=CDhC6LsAJgM>

Creative Guerrilla Marketing. (2010, 21. september). *Guerrilla marketing example - Coca-Cola happiness vending machine* [Video]. YouTube. <https://www.youtube.com/watch?v=qMOuF8oskRU>

Joy, R. (2024, 11. maj). 47 [Video]. YouTube. <https://www.youtube.com/watch?v=IZgFBJO06BU>

2. What does your creative process look like?

Articles

Københavns Universitet. (2018). *Double Diamond – Værktøjskassen til innovation og entreprenørskab i undervisningen*. Innovation.sites.ku.dk. <https://innovation.sites.ku.dk/model/double-diamond/>

Videos

AJ&Smart. (2020, 21.01). *[Design Sprint Case Study]* [Video]. YouTube. – Brugt til dokumentationseksempel. <https://www.youtube.com/watch?v=AlpjXDbAx0&t=148s>

GV (Google Ventures). (2016, 18.04). *[Sprint: Monday]* [Video]. YouTube. – <https://www.youtube.com/watch?v=7zOBMxRYJ7I>

GV (Google Ventures). (2016, 19.04). *[Sprint: Tuesday]* [Video]. YouTube. – <https://www.youtube.com/watch?v=ITJ5IAXQhg>

GV (Google Ventures). (2016, 19.04). *[Sprint: Wednesday]* [Video]. YouTube. – <https://www.youtube.com/watch?v=7BKBFOOKbNo>

GV (Google Ventures). (2016, 20.04). *[Sprint: Thursday]* [Video]. YouTube. – <https://www.youtube.com/watch?v=iGcwFV76t7o>

GV (Google Ventures). (2016, 21.04). *[Sprint: Friday]* [Video]. YouTube. – <https://www.youtube.com/watch?v=iQmBuKN10VY>

Other

Knapp, J., & Zeratsky, J. (n.d.). *The Design Sprint: How smart teams start big projects*. <https://www.thesprintbook.com>

3. What is effective marketing?

Articles

Pixelslo. (2023). *Top marketing strategies for 2023*. <https://pixelslo.com/top-marketing-strategies-for-2023/>

Other

Jensen, T. T. (2017, 28. november). *5 tips: Sådan skaber du effektiv markedsføring på ingen tid (Også selvom du er nybegynder)*. LinkedIn. <https://www.linkedin.com/pulse/5-tips-sådan-skaber-du-effektiv-markedsføring-på-ingen-jensen>

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