



Poets, artists, dancers, sculptors, authors, directors, playwrights, actors and other creative types may also be very brainy. Asked to choose, however, between being creative or smart, more than half of us, 57% – working in a creative arena or not – would opt for creativity. That is probably one reason that the most memorable ads, product packaging and other kinds of promotion are not just informative, but tend to be the most creative.

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Sociallogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

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