

# CO-CREATION INDEX: A CCI CREATIVITY PATHWAY

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## *ABSTRACT*

**Purpose** – A creativity model is developed using SEM Structural Equation Modeling LV-PLS. A conceptual theoretical framework is empirically tested using client and agency sales channel relationship factors as indicators that impact creativity of the service offering for SEM estimation. In this hypothetical model, factors including receptivity to new ideas and client sophistication are tested and interact as influencers of motivation and expertise.

**Methodology/approach** – This second order CCI model shows the pathway effects of these factors as indicators, supporting and extending the creativity index beyond earlier subjective and normative indices derived from linear modeling. This was based upon a sample data set of 1664 observations from European, United Kingdom, and United States agencies, reported by 565 respondents.

**Findings** – Mediation effects of client factors leveraging or propelling agency sales factors in either positive or negative directions occur in service dominant settings. Momentum derived from such scenarios fuels motivation and creativity through a two-step process that is illuminated with SEM Structural Equation Modeling LV-PLS. Sophisticated and accepting clients who explore inspire agency sales motivation and creative expertise resulting in greater levels of originality, artistry and strategy, the primary components of the CCI Co-Creation Index. This second order effect drives greater levels of creativity in the relationship and eventual outcomes, as evidenced in findings.

**Research implications** – While other models are stuck in a tug of war between various factions, along three research streams of effectiveness, process, and systematic templates of creativity, this new model offers both a theoretical and empirical view of how co-creation is sparked in the agency client sales relationship. The client's willingness to explore new ideas has a profound effect on co-creation and motivation, as shown in this new model.

**Practical implications** – Recent published research has also forged a greater understanding of the interactive media and consumer impact on creativity (Sasser 2008), (Sasser, Koslow and Riordan 2007), as well as the client relationship factors that impact creativity in advertising agencies.

**Originality/value** – Such a three dimensional view of the CCI Campaign Creativity Index, composed of originality, strategy, and artistry, reflects and enables person, place and process P's essential for creativity (Sasser 2008). This new research continues to refine an emerging global model CCI Co-Creation Index, as interdisciplinary definitional debates continues.

**Key words** - Co-Creation, Creativity, Originality, SEM

**Paper type** – Research paper

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