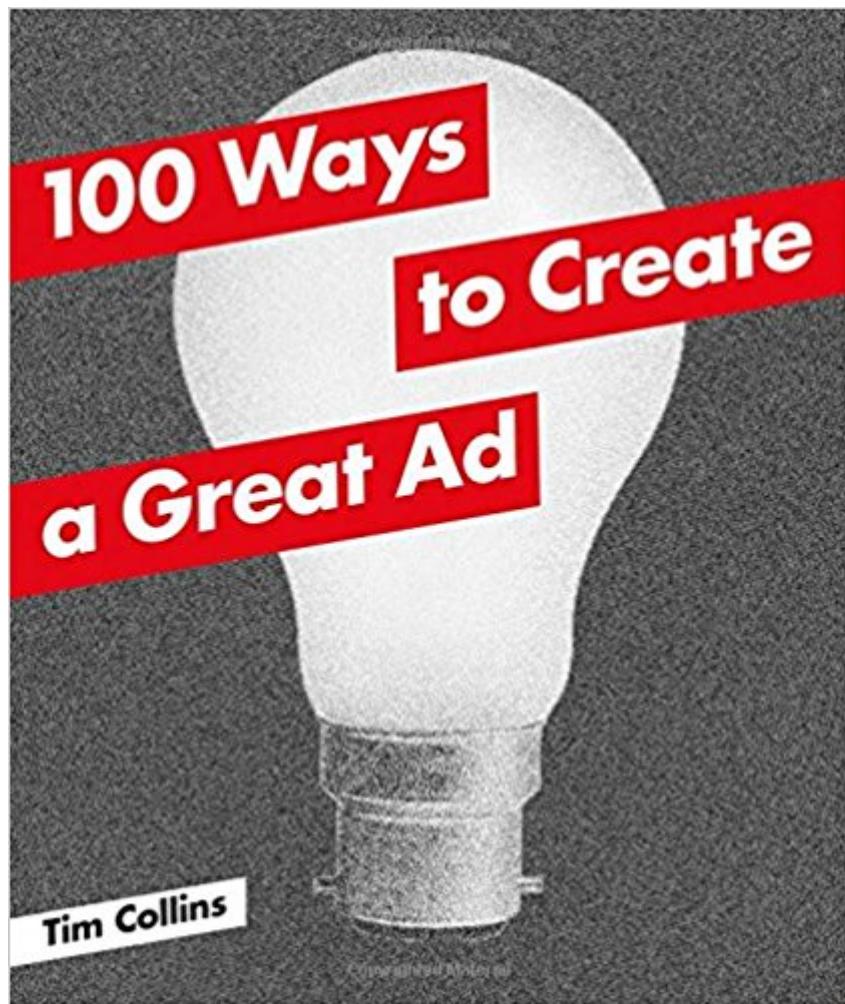


The book was found

100 Ways To Create A Great Ad



Synopsis

100 Ways to Create an Ad is an accessible introduction to creative advertising techniques. Featuring 100 spreads detailing concepts such as the 'Reveal' and the 'Mash-up', it presents the key methods of devising print, television, radio, direct, and online ideas. The process of creating an ad can be divided into three steps: planning; concept creation; crafting. This book provides a straightforward guide to concept creation, including methods that are applicable across media and offering wide-ranging examples from international campaigns. Aimed at agency creatives, planners, and account handlers, as well as graphic designers, marketing professionals, and students, 100 Ways to Create an Ad has wide-ranging appeal.

Book Information

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Customer Reviews

"Accessible introduction to creative advertising; presents methods and examples of concept creation." - Bookseller Buyer's Guide

Tim Collins is originally from Manchester, England and now lives in London. Following a successful advertising career, he has written numerous books for children and on humour including The Little Book of Twitter: Get Tweetwise! (2009).

A good start. Would have gone into greater detail if I were the author, but this book should serve many a college student well. Seasoned advertising creatives can get high on this book as well, but they will need some extra references to make the most of it. Nearly all the examples in the book can

be found in other tomes on the subject (such as Hey, Whipple! and Advertising Concept & Copy).

One of the best books that I have found for inspiration.

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