# Cracking the Ad Code

Do you need to produce successful creative ideas in advertising? If so, then you need this book. For the first time, the secret of inventing new creative campaigns is unlocked, and specific, practical tools are presented to allow the quick production of creative thoughts in marketing communications.

Along with over 100 advertisement examples and numerous case studies, you also get a systematic analysis of the creation aspect of advertising, together with a taste of the real world of advertising and what makes it work. Marketing professionals in companies will learn to know what they can expect and demand from their agencies, whilst agencies will be able to explain their work to clients in an analytic language that is easy to understand.

This is essential reading for advertising professionals working for agencies and in marketing and communication departments. It is also a useful tool for students of advertising, marketing, communication, and management, from introductory level all the way up to research faculty.

**Jacob Goldenberg** is an Associate Professor of Marketing in the School of Business Administration at the Hebrew University of Jerusalem. His research focuses on creativity, new product development, diffusion of innovation, social networks, and complexity in market dynamics.

**Amnon Levav** is Co-founder and Managing Director of Systematic Inventive Thinking (SIT). For the past 14 years he has developed and facilitated innovation programs in more than 25 countries, in a wide range of organizations, among them advertising agencies such as BBDO, Leo Burnett, and McCann-Erickson.

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# Acknowledgments

Very little of the content of this book would have existed in this form without the huge collaboration of several people and organizations. Historically, the application of the Systematic Inventive Thinking method to advertising started in 1994 as a joint project of the "academics" Jacob Goldenberg and Roni Horowitz, with the "agency people" Haim Hardouf, Haim Peres, and Shuki Berg at the Symbol Peres ad agency in Tel Aviv. Shuki, the Creative Director, was our supplier of examples and industry wisdom, and the Haims believed in the project enough to support it financially in its initial stages. Roni's Ph.D. formalized, among other things, the Closed World principle which is the basis of several tools appearing in this book.

During these past 14 years, in parallel with the development of the body of research about the method, the trainers and facilitators of the SIT company (www.sitsite.com) have been applying the original tools, fleshing them out, polishing away those aspects that did not prove to be helpful, and enlarging the collection of tools and examples while working with (literally) thousands of agency people in dozens of countries. This work grounds the method in the day-to-day reality of advertising agencies and their clients, and makes all these participants in the workshops and courses true partners in its development. For this, we are truly thankful. Special thanks in this respect go to Fred Lamparter, who in 1995, as Head of Worldwide Training in Ogilvy & Mather, gave us our first chance to try out our budding tools and convinced us that, despite our shaky start, there was value in these concepts.

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