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978-0-521-85905-9 - Cracking the Ad Code

Jacob Goldenberg, Amnon Levav, David Mazursky and Sorin Solomon

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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.

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CAMBRIDGE UNIVERSITY PRESS

Cambridge, New York, Melbourne, Madrid, Cape Town, Singapore, São Paulo, Delhi

Cambridge University Press

The Edinburgh Building, Cambridge CB2 8RU, UK

Published in the United States of America by Cambridge University Press, New York

www.cambridge.org

Information on this title: www.cambridge.org/9780521859059

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First published 2009

Printed in the United Kingdom at the University Press, Cambridge

A catalog record for this publication is available from the British Library

Library of Congress Cataloging in Publication data

Cracking the ad code / Jacob Goldenberg ... [et al.]

p. cm.

ISBN 978-0-521-85905-9

1. Advertising. I. Goldenberg, Jacob, 1962– II. Title.

HF5821.C73 2009

659.1–dc22

2008048866

ISBN 978-0-521-85905-9 hardback

ISBN 978-0-521-67597-0 paperback

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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.

Since then, the main force in weaving the network of SIT users has been Martin Rabinowitz, and he is probably most responsible for its widespread acceptance. Idit Biton, Tamar Chelouche, Grant Harris, Orly Seagull, Nurit Shalev, and Yoni Stern have all been faithful teachers and helpful developers during these years, as well as the rest of the team at Systematic Inventive Thinking – SIT. Yonathan Dominitz, no longer with SIT, deserves thanks for his years as our roaming facilitator.

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Acknowledgments

And last on the list, because first in their contribution to this book, many thanks to Robyn Taragin and Omri Herzog, both from SIT. Robyn searched and researched, pled and negotiated and made sure that as many relevant examples as possible would get published; and Omri Herzog who literally transformed the varied and oftentimes messy inputs of the authors into as coherent a text as the raw materials allowed.