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.

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Acknowledgments

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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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