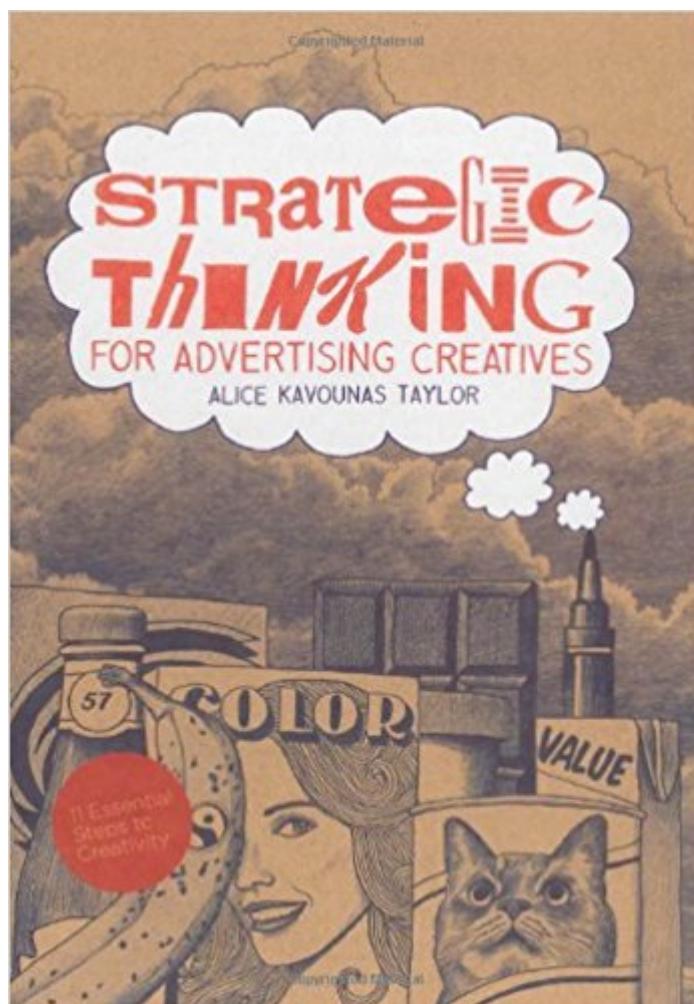


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# Strategic Thinking For Advertising Creatives



## **Synopsis**

Strategic thinking is central to creating a successful advertising campaign, yet it is rarely taught systematically. This book enables advertising creatives to formulate a clear brief and to think strategically. Structured according to the 11 essential elements of a classic advertising brief, it offers a simple, clear, universal template against which the student or young creative can map his or her current project, and learn to understand the key elements that make up a strong brief. At the end of each chapter, the reader uses the knowledge they have just gained on a hypothetical project, so that by the end of the book, they have employed each of the 11 essential elements and formed their own creative brief. Featuring international examples of current and classic campaigns, *Strategic Thinking for Advertising Creatives*

## **Book Information**

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## **Customer Reviews**

Alice Kavounas Taylor has enjoyed an award-winning, international advertising career in London and New York. She was formerly Senior Lecturer on the MA in Creative Advertising at University College Falmouth, U.K., a course she originated, led and on which she taught studio practice for 15 years.

The writing and examples were interesting and well structured. The design and style is creative. The book breaks down the strategic planning process for creative advertising work, making it easier to provide clear direction to creative teams.

Excellent and relevant for those already inside and entering the competitive world of advertising.

Excellent and complete book

At first I was sceptical. I thought I wasted my money on a book that covers the creative brief and what it is. Now it does go through the steps that we all know but it really goes deeper than that. It helps you understand what separates a good creative brief from a lousy one and gives examples. I definitely would recommend it to professionals and students.

Thank you!

Creating successful advertising is no longer about making up cute slogans, clever puns and wacky ideas. Or hiring celebrities (whom you'd like to meet). It's about strategic thinking. That's why this book is so important for any copywriter, art director or planner. Great creative people are intuitive strategists. But it doesn't hurt to have a manual. This book is it. I wish I'd had it 30 years ago.

What I really like about this book:- Layman's terms. Alice does not sound like one of those ad execs that will pound you with one media term after another, she all boils it down to simple and digestible recommendations.- Examples are current and on trend, not 40 to 50 year ago ads that you might not have experienced (or seen) yourself.- Great guide to mastering how to crack the brief and making one. What I don't like about this book:- The cover title's typography.. is that the Kellogg's K? Hmm, clever.. but I wish it looked classier.

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