

THIRD EDITION



ADVERTISING CONCEPT AND COPY



GEORGE FELTON

Advertising Concept Copy Third Edition

**Harold W. Berkman, Christopher C.
Gilson**



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Advertising George Felton, 2006 A time tested text George Felton Advertising Concept and Copy Second Edition is an innovative approach to advertising creativity It covers the entire conceptual process from developing smart strategy to executing it with strong ads from what to say to how to say it Part 1 Strategies operates on the premise that the idea beneath an ad surface determines its success This first section shows how to research products understand consumer behavior analyze audiences and navigate marketplace realities then how to write creative briefs that focus this strategic analysis into specific advertising objectives Part 2 Executions explains how to put strategies into play It discusses the tools at a copywriter's command from the elements of print advertising headlines visuals body copy to the wide variety of media and advertising genres available to advertisers But creating great executions is never easy So Part 3 the Toolbox gives advice about how to think creatively then presents an array of problem solving tools a series of techniques that advertisers have used repeatedly to produce exceptional work In brief this book shows how to find strong selling ideas then how to express them in fresh memorable persuasive ways Over 200 ads many in color demonstrate the strong thinking and writing that underlie the best advertising This Second Edition features new sections on guerrilla advertising interactive media international and multicultural advertising and postmodern advertising as well as more material on the art of headlines theme lines slogans and naming Advertising Concept and Copy is the most comprehensive text in its field combining substantial discussion of both strategy and technique with an emphasis on the craft of writing not found elsewhere It is truly a writer's copywriting text

Advertising Concept Book 3E Pete Barry, 2016-08-10 The classic guide to creative ideas strategies and campaigns in advertising now in a revised and updated third edition In creative advertising no amount of glossy presentation will improve a bad idea That's why this book is dedicated to the first and most important lesson concept Structured to provide both a complete course on advertising and a quick reference on specific industry topics it covers every aspect of the business from how to write copy and learn the creative process to how agencies work and the different strategies used for all types of media This edition has been updated to include expanded chapters on interactive advertising and integrative advertising a new chapter on branded social media and fifty specially drawn new roughs of key campaigns Pete Barry outlines simple but fundamental rules about how to push an ad to turn it into something exceptional while exercises throughout help readers assess their own work and that of others Fifty years worth of international award winning ad campaigns in the form of over 450 roughs specially produced by the author fifty of which are new to this edition also reinforce the book's core lesson that a great idea will last forever Advertising Concepts and Strategies Christopher C. Gilson, Harold W. Berkman, 1980

The Advertising Concept Book Pete Barry, 2008 An essential introduction to the field for all students in advertising communications marketing and allied fields and an invaluable reference for professionals Advertising & Selling, 1913

An Introduction to Property Marketing Abdul Hamid Mar Iman, 2002 The Advertising Concept Book Pete

Barry, 2016-09-08 The classic guide to creative ideas strategies and campaigns in advertising now in a revised and updated third edition In creative advertising no amount of glossy presentation will improve a bad idea That's why this book is dedicated to the first and most important lesson concept Structured to provide both a complete course on advertising and a quick reference on specific industry topics it covers every aspect of the business from how to write copy and learn the creative process to how agencies work and the different strategies used for all types of media This edition has been updated to include expanded chapters on interactive advertising and integrative advertising a new chapter on branded social media and fifty specially drawn new roughs of key campaigns Pete Barry outlines simple but fundamental rules about how to push an ad to turn it into something exceptional while exercises throughout help readers assess their own work and that of others Fifty years worth of international award winning ad campaigns in the form of over 450 roughs specially produced by the author fifty of which are new to this edition also reinforce the book's core lesson that a great idea will last forever **Hey Whipple, Squeeze This** Luke Sullivan, 2022-02-17 The new edition of the book readers call the bible for advertising The sixth edition of Hey Whipple Squeeze This offers a new take on the rapidly evolving industry of creative advertising Creativity while critical is no longer enough to succeed Updating all the classic creativity training from the first five editions this updated version now provides the necessary tools to navigate the field's changing technical and social media landscapes From learning how to tell brand stories to creating content for Instagram YouTube and TikTok Whipple will help sharpen your writing chops enhance your creativity and raise the level of your work whether you're new to the business or a practicing professional In this fully updated edition you'll explore How to employ the traditional concepting techniques today's creatives use as well as new developments in applied creativity and inquiry based innovation How to use emerging technologies and the different technical structures of social media platforms to bring brand stories to life How to go 180 against common sense for ideas that have the potential of becoming viral How to create the kind of portfolio that will get you a job in the industry **Advertising & Selling Magazine**, 1920 **Advertising and Selling**, 1921 **Encyclopedia of Creativity: A-H** Mark A. Runco, Steven R. Pritzker, 1999 This encyclopaedia provides specific information and guidance for everyone who is searching for a greater understanding the text includes theories of creativity techniques for enhancing creativity and individuals who have contributed to creativity **Encyclopedia of Creativity** Steven R. Pritzker, 1999-08-09 The Encyclopedia of Creativity is the sourcebook for individuals seeking specialized information about creativity and motivation Subjects include theories of creativity techniques for enhancing creativity individuals who have made significant contributions to creativity physiological aspects of creativity and virtually any topic that touches upon the subject Entries are placed in alphabetical order with cross references to other topics and entries where appropriate Each entry is written in simple easy to understand terms summarizing the most important aspects of creative research and writing relating to the specific topic A bibliography in the back of each article suggests additional sources for more information The text is visually

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Advertising by Design Robin Landa, 2016-11-02 A real world introduction to advertising design in today's industry Advertising by Design is the most comprehensive up to date guide to concept generation and design for advertising Step by step instructions and expert discussion guide you through the fundamentals as you develop the deeper understanding that connects the dots and sparks your creativity Interviews with leading creative directors provide a glimpse into the real world idea generation process and case studies of successful ads allow you to dissect both the process and result to discover the keys to effective advertising This new third edition has been thoroughly updated to reflect the industry's shift from print and TV ads to fully integrated transmedia campaigns giving you invaluable insight into a broad range of media channels New concepts and strategies for social media digital media pull marketing creative content and more are discussed in depth to help you tell an engaging story using every tool at your disposal Ancillaries include PowerPoint slides and quizzes bring this book right into the classroom for a complete introduction to advertising design Students seeking a career in advertising need the ability to generate idea driven campaigns and adapt them for use in print mobile television and social media formats This book provides the well rounded instruction required to succeed in the digital age Master the fundamentals of advertising design for a range of media channels Integrate print web social media and more to convey an engaging story Jumpstart your creativity with lessons from top creative directors Build your knowledge base around the reality of modern advertising Effective advertisers blend ideas information and entertainment in a way that reaches a range of audiences through a range of media types this requires deep mastery of idea generation copywriting and graphic design Advertising by Design helps you develop the skills and knowledge today's advertising industry demands With its colorful current examples insightful interviews and relevant and thorough content this book is the winning text for me Journal of Advertising Education Sage Journals Spring 2017 Mekeel's Weekly Stamp News I. A. Mekeel, Charles Esterly Severn, Stephen B. Hopkins, 1919

Advertising, Concepts and Strategies Harold W. Berkman, Christopher C. Gilson, 1987 The Journal of the Arkansas Medical Society Arkansas Medical Society, 1917

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