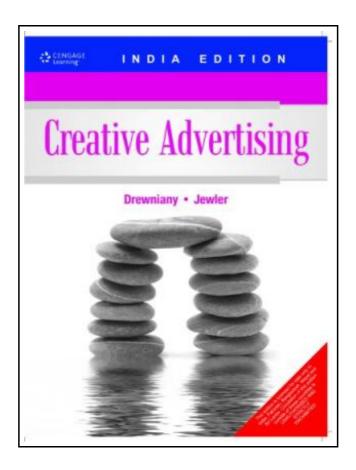
Creative Advertising



Filesize: 5.65 MB

Reviews

Extensive manual! Its such a great read. It really is loaded with knowledge and wisdom You wont really feel monotony at at any time of your time (that's what catalogs are for regarding if you ask me).

(Myrl Hintz)

CREATIVE ADVERTISING



Wadsworth/Cengage Learning India, 2010. Softcover. Book Condition: New. First edition. * Extensive visual examples of ad pieces, layouts, and storyboards illustrate key concepts and allow students to make a visual connection between the text and real-world practices * This book provides a solid foundation for students, with a thorough and comprehensive introduction to the mechanics of ad creation 1. Creativity: Unexpected but Relevant Selling Messages 2. Branding: Identity and Image Strategy 3. Diversity: Targeting an Ever-Changing Marketplace 4. Research Finding: The Basis for Effective Creative Work 5. Strategy: A Roadmap for the Creative Team 6. Ideas: The Currency of the 21st Century 7. Words on Paper: Connecting To Consumers? Hearts and Minds 8. Layouts: Designing to Communicate 9. Radio: Can You See What I?m Saying? 10. Television: The Power of Sight, Sound, and Motion 11. Direct Marketing and the Internet: The Convenience of Shopping at Home and the Ultimate Direct 12. Integrated Marketing Communications: Building Strong Relationships Between the Brand and Consumer * Brief cases Printed Pages: 252.



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