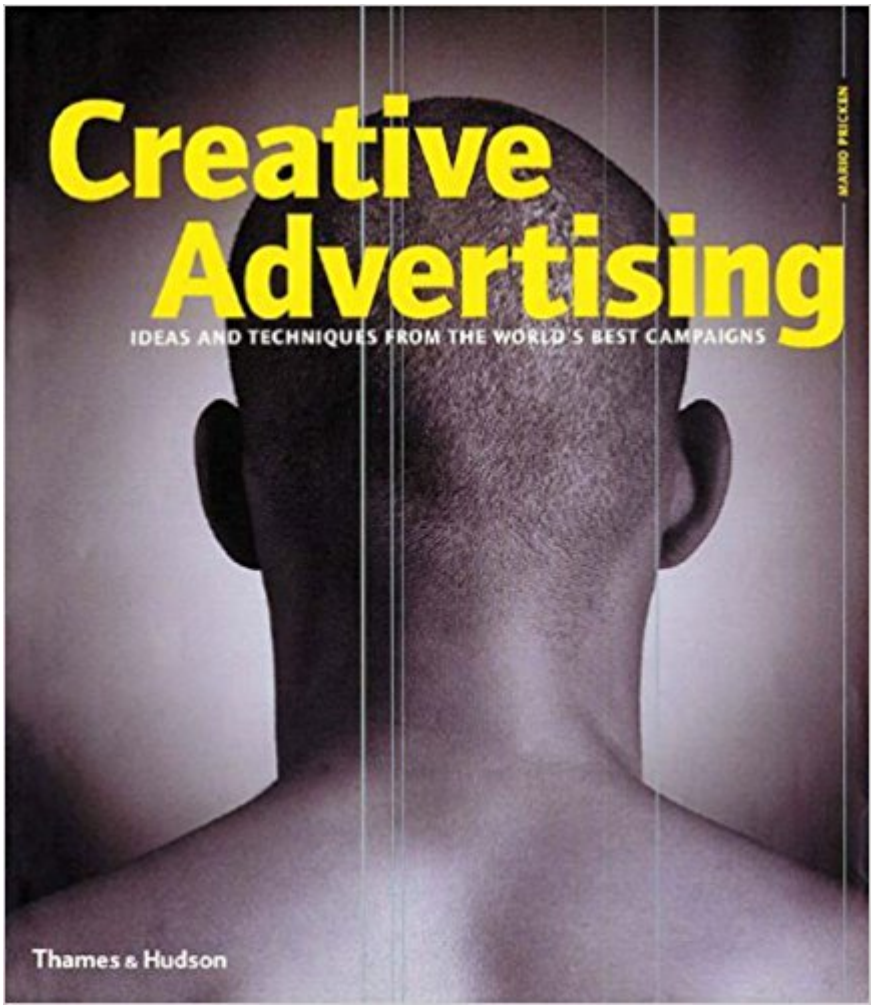
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Creative Advertising: Ideas And Techniques From The World's Best Campaigns



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Synopsis

Unravels the creative processes behind some of the most original and effective advertising campaigns in recent years. Pricken showcases over 200 examples of international advertising from a wide range of media including magazines and billboards, television, cinema and the Internet.

Book Information

Paperback: 266 pages

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Customer Reviews

"Be warned. Creative Advertising is more than just a nice-to-look-at, easy-to-flip-through coffee-table book....Pricken has loftier goals--namely, to transform readers into top creatives by introducing them to a variety of techniques and ideas used in advertising."

Mario Pricken is a creative director and direct marketing consultant who trains creative teams from advertising agencies and marketing departments. He has written widely on his innovative techniques. --This text refers to an out of print or unavailable edition of this title.

I got my copy of Creative Advertising from the Goodwill (who has a store here on I guess). I don’t think they realized what they had. This is an incredible book CRAMMED with advertising brilliance. I may be prejudiced since I grew up when David Olgivy ruled advertising classes in the 70’s, but it was wonderful to review old ads and campaigns I was around for when they first ran.The information, tips and campaigns are timeless and absolutely inspiring. I think I caught my breath so much I hyperventilated and about passed out...seriously. There is so much solid, psychologically based persuasive insight in this book it’s worth 10 times the cost. If you can find a copy, buy it. It

has more insight and tips/exercises for developing your own work that it’s a semester in a book. The action steps and how-to’s alone are priceless. You won’t just look at the pretty pictures with this. If you read the content and creative juice producing tips you’ll be glad you have it. I plan to spend the next year or more working through this. Best book I’ve bought this year.

The book is huge in terms of size but the text print is horrible. It’s like reading the fine print of a legal contract. This defeats the purpose of the book that an ad should be readable. I would instead recommend the book "Hey Whipple Squeeze This" which is one of the best book in advertising that I have read.

Wonderfully crafted. I just took a job in advertising and ordered this while finishing my 2 weeks notice at my old job, which wasn’t in advertising. I’ve used this as a handbook for just looking at products a different way. It’s one thing to see ads everyday, all around you. It’s another to actually see and understand what the advertisers were going for. Even for non-advertising professionals, this would make a great coffee table book, despite it being a paperback.As an added bonus, one of my new coworkers said had this book as a text book at her highly regarded portfolio school.

Finally, a way to beat your caffeine addiction! Creative Advertising. For aspiring and seasoned creatives alike, Creative Advertising is fuel for great ideas. The Kickstart Catalogue is an invaluable resource for getting the creative juices a’flowin. My work noticeably improved after reading this book. I could go on and on, but I don’t want to waste your time. Instead of reading this, you should be reading this book. You will not be sorry.

Excellent Book, great seller

Great book! Well written and easy to understand.

great book, makes you think

We were required to buy this book for our UT-Austin creative advertising class. I first thought it would be another boring textbook. I was pleasantly surprised that this book breaks down visual concepts and visual communication hierarchies in ads.

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