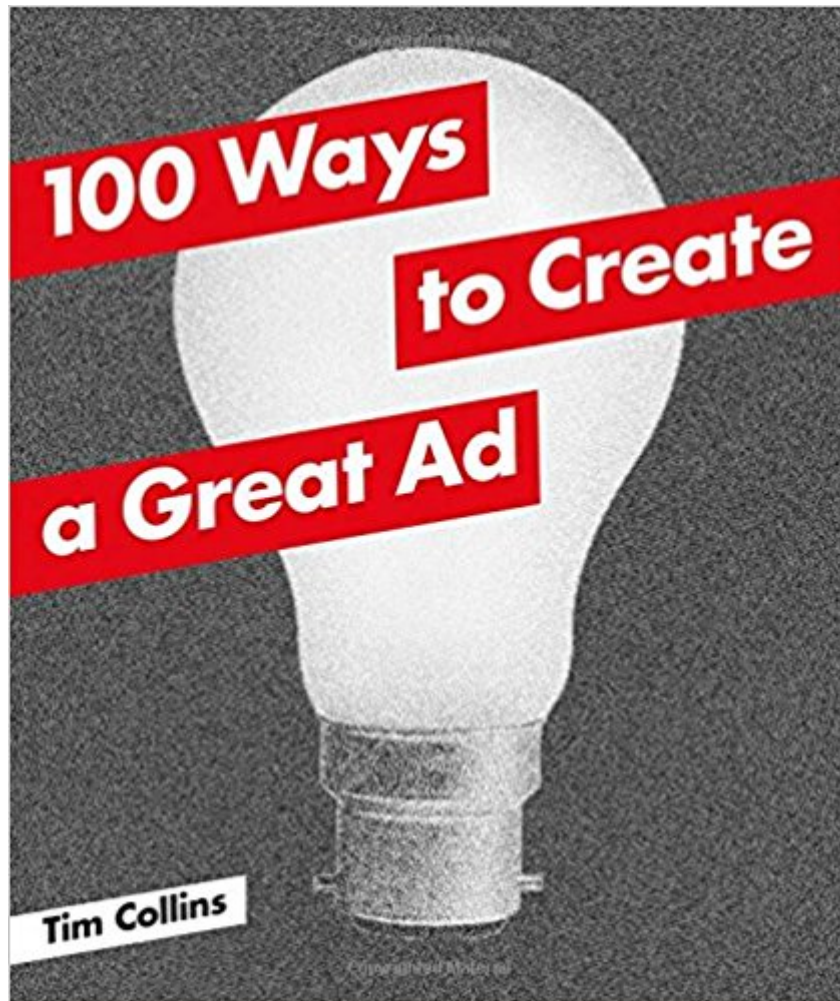




The book was found

100 Ways To Create A Great Ad



Synopsis

100 Ways to Create an Ad is an accessible introduction to creative advertising techniques. Featuring 100 spreads detailing concepts such as the 'Reveal' and the 'Mash-up', it presents the key methods of devising print, television, radio, direct, and online ideas. The process of creating an ad can be divided into three steps: planning; concept creation; crafting. This book provides a straightforward guide to concept creation, including methods that are applicable across media and offering wide-ranging examples from international campaigns. Aimed at agency creatives, planners, and account handlers, as well as graphic designers, marketing professionals, and students, 100 Ways to Create an Ad has wide-ranging appeal.

Book Information

Paperback: 208 pages

Publisher: Laurence King Publishing (August 19, 2014)

Language: English

ISBN-10: 1780671687

ISBN-13: 978-1780671680

Product Dimensions: 8.5 x 1 x 10.2 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 2 customer reviews

Best Sellers Rank: #125,606 in Books (See Top 100 in Books) #21 in [Books > Arts &](#)

[Photography > Graphic Design > Commercial > Advertising](#) #305 in [Books > Business &](#)

[Money > Marketing & Sales > Advertising](#)

Customer Reviews

"Accessible introduction to creative advertising; presents methods and examples of concept creation." - Bookseller Buyer's Guide

Tim Collins is originally from Manchester, England and now lives in London. Following a successful advertising career, he has written numerous books for children and on humour including *The Little Book of Twitter: Get Tweetwise!* (2009).

A good start. Would have gone into greater detail if I were the author, but this book should serve many a college student well. Seasoned advertising creatives can get high on this book as well, but they will need some extra references to make the most of it. Nearly all the examples in the book can

be found in other tomes on the subject (such as Hey, Whipple! and Advertising Concept & Copy).

One of the best books that I have found for inspiration.

[Download to continue reading...](#)

100 Ways to Create a Great Ad Create!: How Extraordinary People Live To Create and Create To Live
Blank Comic Notebook : Create Your Own Comics With This Comic Book Drawing Journal: Big Size 8.5" x 11" Large, Over 100 Pages To Create Cartoons / Comics (Blank Comic Books) (Volume 8)
Nate the Great Collected Stories: Volume 1: Nate the Great; Nate the Great Goes Undercover; Nate the Great and the Halloween Hunt; Nate the Great and the Monster Mess
50 Ways to Create Great Relationships: How to Stop Taking and Start Giving 100 Ways to Know God Loves Me, 100 Songs to Love Him Back
Coaching: Coaching Strategies: The Top 100 Best Ways to Be a Great Coach Your Screenplay Sucks!: 100 Ways to Make It Great
100 Great Ways with Rubber Stamps Great Writing 1: Great Sentences for Great Paragraphs (Great Writing, New Edition) 20 Ways to Draw a Bike and 44 Other Incredible Ways to Get Around: A Sketchbook for Artists, Designers, and Doodlers
PASSIVE INCOME: TOP 7 WAYS to MAKE \$500-\$10K a MONTH in 70 DAYS (top passive income ideas, best passive income streams explained, smart income online, proven ways to earn extra income)
25 Ways to Take More Tricks as Declarer Part 2 of 3: Working to a Plan (25 Ways to Take More Tricks as Declarer Split) ExecVisa: 6 ways to stay in USA permanently (Green Card) - 8 ways to work or do business legally in USA
Quickest Ways to Find a Cell Phone Number: Free Ways to Find People Anxiety: Anxiety Cure Secrets: 10 Proven Ways To Reduce Anxiety & Stress Rapidly (BONUS- 30minute Anxiety Coaching Session- Anxiety Cure, Become Free, 10 simple ways)
The No-Cry Nap Solution: Guaranteed Gentle Ways to Solve All Your Naptime Problems: Guaranteed, Gentle Ways to Solve All Your Naptime Problems (Family & Relationships)
Nineteen Ways of Looking at Wang Wei (with More Ways) The Book of Skydiving Formations: 2-ways through 20-ways Great Work, Great Career: How to Create Your Ultimate Job and Make an Extraordinary Contribution

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)