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Advertising: Concept And Copy (Third Edition)



Synopsis

The new edition of a classic text about advertising creativity: how to find great ideas and express them freshly and powerfully. A classic text now in a new edition, George Felton's *Advertising: Concept and Copy* 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's 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 strategy into play. It discusses the tools at a copywriter's command •creating a distinctive brand voice, telling stories, using language powerfully and originally •as well as the wide variety of media and advertising genres that carry and help shape messages. But great executions are elusive. 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 and how to express them in fresh, memorable, persuasive ways. The new edition features greatly expanded discussions of guerrilla advertising, interactive advertising, brand voice, storytelling, and the use of social media. Hundreds of ads in full color, both in the book and on an accompanying Web site, demonstrate the best in television, radio, print, and interactive advertising. *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. 500 color illustrations

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Customer Reviews

Granted advertising as we know it is in the midst of major changes. Message based ads are less and less effective. Agencies and their clients are turning to utility, social media, co-creation, trans media story telling and a host of new ways to overcome consumer indifference as they strain for some of that elusive and scarce attention. So right off the bat a book titled Advertising Concept and Copy sounds old and dated. But there remains much that is relevant in George Felton's book. The idea that you have to develop a very focused strategy based on knowledge of your product and consumer. The conviction that you still have to find a clever way to get noticed and remembered. The understanding that to invent creative solutions you have to master the skill of looking at a product from a multitude of perspectives. As an original partner and long-term creative director (ECD, CCO) at Mullen, and now a professor of advertising at Boston University, I still believe that learning how to craft smart, relevant, clever advertising is a foundation for any aspect of advertising today -- traditional, social, digital, or experiential. Learning to identify a problem, develop a brief, explore a range of potential solutions and acquire the standards, taste and judgment to select an idea that will resonate with customers are the basics for any kind of communication, from a modern TV commercial like Dumb Ways to Die, to a fresh content daily campaign such as Oreo's 100th, to native advertising ideas that won't get lost in the sea of mediocre content.

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