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Autore	Roberts Guy B
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Second-Smartest Person in the Room. Chapter 1 A Brief History of Why Everybody Hates Advertising.: And why you should try to get a job there. Chapter 2: The Creative Process: Or "Why it's impossible to explain what we do to our parents." Chapter 3 Ready Fire! Aim: Or, What to say comes before how to say. Chapter 4 The Sudden Cessation of Stupidity.: How to get ideas - the broad strokes Chapter 5 Write When You Get Work: Completing an idea--some finer touches Chapter 6 The Virtues of Simplicity: Or, Why it's hard to pound in a nail sideways. Chapter 7 Stupid, Rong, Naughty, and Viral: Getting noticed, getting talked about. Working way out past the edge Chapter 8 Why is the Bad Guy Always More Interesting?: Storytelling, Conflict, and Platforms CHAPTER 9 Zen and The Art of Sale-Ends-Saturday: Or, Managing time, energy, and your creative mind. Chapter 10 Digital Isn't a Medium. It's a Way of Life: Ads, media, content, and customers - they've all gone digital. Chapter 11 Change The Mindset, Change The Brief, Change The Team: Digital work means the end of "us and them." Chapter 12 Why Pay for Attention When You Can Earn It?: Or, Advertising so interesting, people go out of their way to see it. Chapter 13 Social Media Is The New Creative Playground: It seems like a free-for-all, but there are some basic guidelines. Chapter 14 How Customers Become Customers in The Digital Age: Be findable, be present, be everywhere. Chapter 15 Surviving The Digital Tsunami: Or, How to be a one, not a zero. Chapter 16 In the Future, Everyone Will Be Famous for 30 Seconds: Some advice on telling stories visually Chapter 17 Radio Is Hell. But It's a Dry Heat: Some advice on working in a tough medium Chapter 18 Only the Good Die Young: The enemies of good ideas Chapter 19 Pecked to Death by Ducks: Presenting and protecting your work Chapter 20* A Good Book. Or a Crowbar: What it takes to get into the business Chapter 21 Making Shoes versus Making Shoe Commercials: Is this a great business, or what? Suggested Reading Notes Bibliography Acknowledgments Index .

Sommario/riassunto

"The classic guide to creating great advertising now covers all media: Digital, Social, and Traditional Hey Whipple, Squeeze This has helped generations of young creatives make their mark in the field. From starting out and getting work, to building successful campaigns, you gain a real-world perspective on what it means to be great in a fast-moving, sometimes harsh industry. You'll learn how to tell brand stories and create brand experiences online and in traditional media outlets, and you'll learn more about the value of authenticity, simplicity, storytelling, and conflict. Advertising is in the midst of a massive upheaval, and while creativity is still king, it's not nearly enough. This book is an essential resource for advertising professionals who need up-to-date digital skills to reach the modern consumer. Turn great ideas into successful campaigns Work effectively in all media channels Avoid the kill shots that will sink any campaign Protect your work Succeed without selling out Today's consumer has seen it all, and they're less likely than ever to even notice your masterpiece of art and copy, let alone internalize it. Your job is to craft a piece that rises out of the noise to make an impact. Hey Whipple, Squeeze This provides the knowledge to create impressive, compelling work"--

"Hey Whipple, Squeeze This: A Guide To Great Advertising is a classic bestseller in the field, and has inspired a generation of ad students, copywriters, and young creatives to make their mark in the industry. But students of the craft now need additional information in order to ply their craft in the digital world. This new fifth edition explains how to bring brand stories into interactive, dynamic places online, in addition to traditional television, radio, print and outdoor ads. Creativity is still king. The lessons about writing and art direction

contained in four previous editions of Whipple are still relevant. But this new edition contains important new chapters and updates that bring Whipple firmly into the new digital world. This new edition is updated for the digital age to include new material, covering topics such as: - The Supreme Importance of Authenticity: Figuring out how to say it believably - The Virtues of Simplicity: Figuring out how to say it quickly - Why is the Bad Guy always more Interesting?: Leveraging conflict for faster idea building - Storytelling Platforms: Creating ideas that create ideas"--
