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Nota di contenuto	The Terms: A Cheat SheetCritique Exercises; Suggested Viewing; Suggested Reading; Chapter 3: AdErrors: When Good Ads Go Bad; AdError One: The Headline and the Visual Are Redundant or Disconnected; Example: Cask & Cream; AdError Two: Meaningless Gimmicks and Borrowed Interest; Example: Oscar Meyer Bacon; AdError Three: Using Spokespeople Who Are Irrelevant to the Product or Message; Example: Sub-Zero; AdError Four: Lack of Focus; Example: Kitchen Basics; AdError Five: The Page Is Overdeveloped and/or Poorly Planned; Example: Conair; AdError Six: Sacrificing Clarity for Cleverness Example: Birds EyeAdError Seven: Overacknowledging Your Competition; Example: Smirnoff; AdError Eight: Letting Your Strategy Show; Example: Myrtle Beach, South Carolina; AdError Nine: Being Edgy for Its Own Sake; Example: Smith Micro; AdError Ten: Huh? Using Pretzel Logic, Being Too Subtle or Obtuse; Example: Ricoh; AdError Eleven: Forgetting About the Product; Example: Millstone Coffee; AdError Twelve: Being Boring or Too Obvious; Examples: Northland

Juice and Cetaphil; AdError Thirteen: The Tonality and/or Visual Style Is Inconsistent With the Product or Message; Example: NicoDerm Critique Exercises

Sommario/riassunto

'Ad Critique' teaches advertising, marketing, and management students - both the 'suits' and the 'creatives' - how to effectively judge and critique creativity in advertising. This textbook is an instruction manual to enable students to look at the creative product and embolden them to say something constructive and worthwhile.
