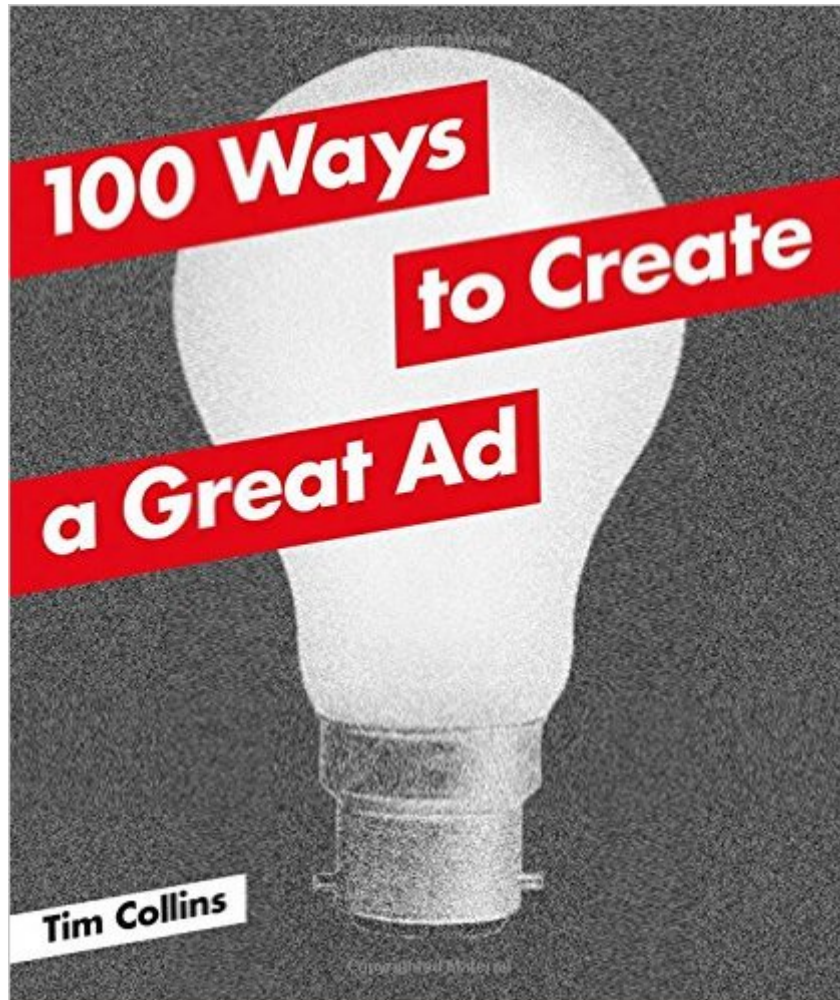


The book was found

# 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 Â Â See all reviews Â (2 customer reviews)

Best Sellers Rank: #702,304 in Books (See Top 100 in Books) #138 in Â Books > Arts & Photography > Graphic Design > Commercial > Advertising #1349 in Â Books > Business & Money > Marketing & Sales > Advertising #4087 in Â Books > Business & Money > Accounting

## Customer Reviews

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 Hack Upwork: How to Make Real Money as a Freelancer: Work From Home and Create a Thriving Freelance Business 100% Online (Hacks to Create a New Future

Series Book 2) Terrific T-Shirts: Hundreds of Ways to Create Your Own Great Designs Every 100 Years - The Woody Guthrie Centennial Songbook: 100 Years - 100 Songs Interviewing: BONUS INCLUDED! 37 Ways to Have Unstoppable Confidence in Your Interview! (BONUS INCLUDED! 37 Ways to Have Unstoppable Confidence in Your Interview! GET THE JOB YOU DESERVE!)

(Volume 1) 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) Create a Capsule Wardrobe: Look Great and Elegant with Your Minimalistic and Super Organized Capsule Wardrobe: (Know What to Wear and How to Look Fabulous by Having a Great Sense of Style!) Great Work, Great Career: How to Create Your Ultimate Job and Make an Extraordinary Contribution Feng Shui that Makes Sense - Easy Ways to Create a Home that FEELS as Good as it Looks The Made-from-Scratch Life: Simple Ways to Create a Natural Home Photoshop: The Photoshop Handbook: Simple Ways to Create Visually Stunning and Breathtaking Photos (Photography, Digital Photography, Creativity, Photoshop) How to Get Instant Trust, Belief, Influence, and Rapport!: 13 Ways to Create Open Minds by Talking to the Subconscious Mind How To Get Instant Trust, Belief, Influence and Rapport! 13 Ways To Create Open Minds By Talking To The Subconscious Mind (MLM & Network Marketing) Dont Sweat The Small Stuff About Money: Spiritual And Practical Ways To Create Abundance And More Fun In Your Life Joy on the Job . . . . Over 365 Ways to Create the Joy and Fulfillment You Deserve How to Create Animation in 10 Easy Lessons: Create 2-D, 3-D, and Digital Animation without a Hollywood Budget (Super Skills) A Photographer's Guide to Body Language: Harness the power of body language to create stronger, more meaningful portraits and create an experience your clients will rave about PASSIVE INCOME: Stop working - Start living - make Money while you sleep (top ideas to create your personal money machine, a step by step guide to create passive income) What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough Products and Services Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions

[Dmca](#)