



# **Creative Advertising**

By A. Jerome Jewler, Bonnie L. Drewniany

Wadsworth/Cengage Learning India, 2010. Softcover. Book Condition: New. First edition. \* Extensive visual examples of ad pieces, layouts, and storyboards illustrate key concepts and allow students to make a visual connection between the text and real-world practices \* This book provides a solid foundation for students, with a thorough and comprehensive introduction to the mechanics of ad creation 1. Creativity: Unexpected but Relevant Selling Messages 2. Branding: Identity and Image Strategy 3. Diversity: Targeting an Ever-Changing Marketplace 4. Research Finding: The Basis for Effective Creative Work 5. Strategy: A Roadmap for the Creative Team 6. Ideas: The Currency of the 21st Century 7. Words on Paper: Connecting To Consumers? Hearts and Minds 8. Layouts: Designing to Communicate 9. Radio: Can You See What I?m Saying? 10. Television: The Power of Sight, Sound, and Motion 11. Direct Marketing and the Internet: The Convenience of Shopping at Home and the Ultimate Direct 12. Integrated Marketing Communications: Building Strong Relationships Between the Brand and Consumer \* Brief cases Printed Pages: 252.



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