

PUBLICIDAD APLICADA

RECURSOS



El concepto publicitario

PENSAR
ANTES DE
PENSAR

Fuente: CCP Creativo Publicitario



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¿Cómo se aprende a ser creativo publicitario?



Neuromarketing: somos lo que nos emociona

David Juárez Varón

The logo for TEDx Alcoi is centered on a black rectangular background. The word "TEDx" is in a bold, red, sans-serif font. Below it, the word "Alcoi" is in a large, white, serif font. Underneath "Alcoi", the text "x = independently organized TED event" is written in a smaller, white, sans-serif font, with the "x" in red to match the "TEDx" above.

TEDx
Alcoi
x = independently
organized TED event

Fuente: TEDx Talks



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