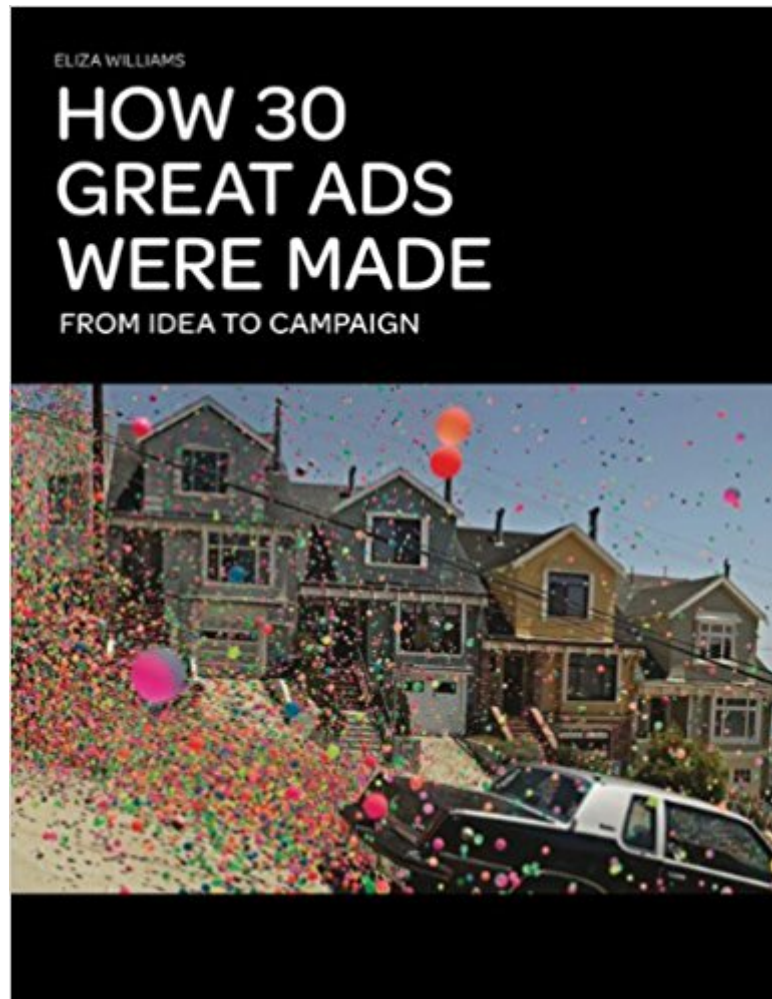


The book was found

How 30 Great Ads Were Made: From Idea To Campaign



Synopsis

This book takes readers behind the scenes in the world of advertising, showcasing 30 phenomenally successful campaigns from the last decade. Fascinating not only for industry professionals but for anyone with an interest in how ads are made. Technical information on how the ads were developed is accompanied by anecdotes from the creatives, directors and clients, with accounts of how the ads were made and the problems encountered along the way. Each campaign is illustrated with imagery showing the stages it went through in development including sketches and early ideas that may have been abandoned, storyboards, animatics and photos from shoots, as well as shots of the final ads. In addition to offering an insight into the working practices within advertising, the book also demonstrates how the industry is currently experiencing a period of rapid change, and shows the different skills that are now required to work in advertising.

Book Information

Paperback: 224 pages

Publisher: Laurence King Publishing (March 14, 2012)

Language: English

ISBN-10: 1856698211

ISBN-13: 978-1856698214

Product Dimensions: 8.8 x 1 x 10.8 inches

Shipping Weight: 2.5 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars Â Â See all reviews Â (2 customer reviews)

Best Sellers Rank: #419,659 in Books (See Top 100 in Books) #73 in Â Books > Arts & Photography > Graphic Design > Commercial > Advertising #822 in Â Books > Business & Money > Marketing & Sales > Advertising #2547 in Â Books > Business & Money > Accounting

Customer Reviews

I absolutely love this book. It is full of fantastic pictures, sketches, and storyboards that really show the reader how these ads that are recognized worldwide were created. While the price seems a tad high, it is definitely worth it.

A cool collection of some of the best and most innovative campaigns.

[Download to continue reading...](#)

How 30 Great Ads Were Made: From Idea to Campaign The Maryland Campaign of September

1862. Volume 3: The Battle of Shepherdstown and the End of the Campaign Crowdfunding: How to create and launch an EPIC campaign How to raise money by running an amazing online campaign Hack your way to crowdfunding success with a top secret How to Make the Most of Crowdsourcing by Creating a Crowdfunding Campaign: A Step-by-Step Method for Growing Your Market Share by Creating and Implementing a Crowdfunding Campaign Remember those great Volkswagen ads? Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads Stonescaping Idea Book (Taunton's Idea Book Series) Ribbon Trims: An Embellishment Idea Book (Embellishment Idea Books) Backyard Idea Book: Outdoor Kitchens, Sheds & Storage, Fireplaces, Play Spaces, Pools & Spas (Taunton Home Idea Books) Kitchen Idea Book (Taunton Home Idea Books) Window Treatments Idea Book: Design Ideas * Fabric & Color * Embellishing Ready (Taunton Home Idea Books) 101 Stumbles in the March of History: What If the Great Mistakes in War, Government, Industry, and Economics Were Not Made? Studio Stories - How the Great New York Records Were Made (Softcover) The Beatles Were Fab (and They Were Funny) When Bugs Were Big, Plants Were Strange, and Tetrapods Stalked the Earth: A Cartoon Prehistory of Life before Dinosaurs Left Behind Series Prequel Set (The Rising, Anarchist is Born Before they were Left Behind/ The Regime, Evil Advances Before they were Left Behind/ The Rapture, In the Twinkling of an Eye Countdown to the Earth's Last Days) If I Were A kid in Ancient China (If I Were A kid in Ancient...) The Fredericksburg Campaign : October 1862-January 1863 (Great Campaigns Series) (Great Campaigns of the Civil War) Mid-Century Ads All American Ads of the 80's (Midi S.) (English, German, French, Spanish and Japanese Edition)

[Dmca](#)