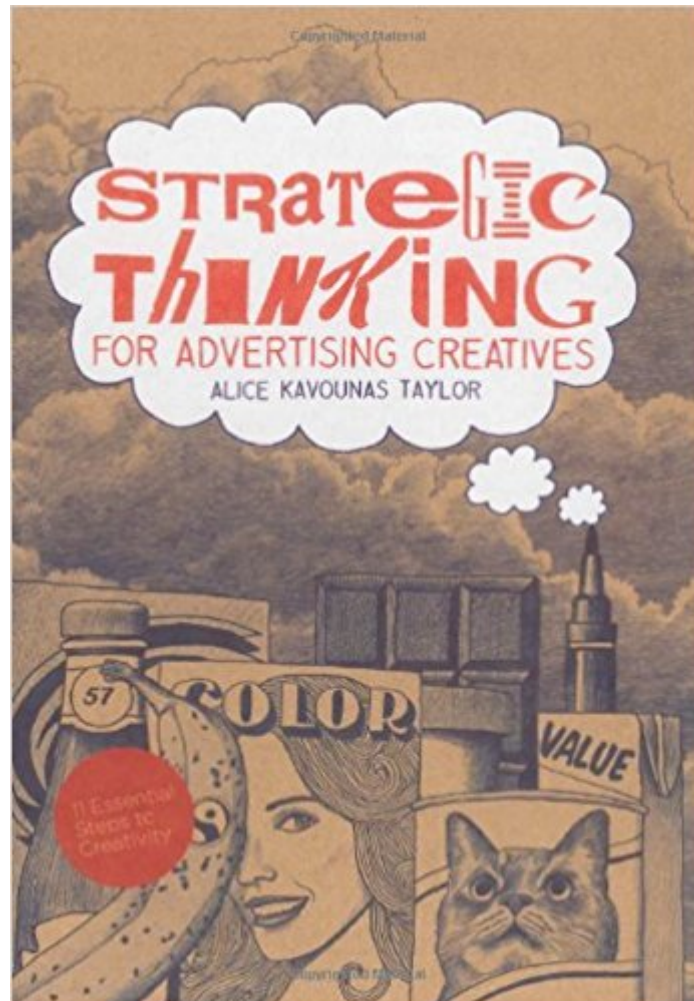# Strategic Thinking For Advertising Creatives

Synopsis

Strategic thinking is central to creating a successful advertising campaign, yet it is rarely taught systematically. This book enables advertising creatives to formulate a clear brief and to think strategically.Structured according to the 11 essential elements of a classic advertising brief, it offers a simple, clear, universal template against which the student or young creative can map his or her current project, and learn to understand the key elements that make up a strong brief. At the end of each chapter, the reader uses the knowledge they have just gained on a hypothetical project, so that by the end of the book, they have employed each of the 11 essential elements and formed their own creative brief.Featuring international examples of current and classic campaigns, Strategic Thinking for Advertising Creatives

Book Information

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Customer Reviews

Creating successful advertising is no longer about making up cute slogans, clever puns and wacky ideas. Or hiring celebrities (whom you'd like to meet). It's about strategic thinking. That's why this book is so important for any copywriter, art director or planner. Great creative people are intuitive strategists. But it doesn't hurt to have a manual. This book is it. I wish I'd had it 30 years ago.

What I really like about this book:- Layman's terms. Alice does not sound like one of those ad execs that will pound you with one media term after another, she all boils it down to simple and digestible recommendations.- Examples are current and on trend, not 40 to 50 year ago ads that you might not have experienced (or seen) yourself.- Great guide to mastering how to crack the brief and making one. What I don't like about this book:- The cover title's typography.. is that the Kellogg's K?

Hmm, clever.. but I wish it looked classier.

At first I was sceptical. I thought I wasted my money on a book that covers the creative brief and what it is. Now it does go threw the steps that we all know but it really goes deeper than that. It helps you understand what separates a good creative brief from a lousy one and gives examples. I definitely would recommend it to professionals and students.

Strategic Thinking for Advertising Creatives Archetypes in Branding: A Toolkit for Creatives and Strategists Graphis Advertising 98 (Graphis Advertising Annual) Epica Book 10: Europe's Best Advertising (Epica Book, European Advertising Annual) (No. 10) Strategic Writing: Multimedia Writing for Public Relations, Advertising, and More Strategic Writing: Multimedia Writing for Public Relations, Advertising and More (2nd Edition) Smart Communities: How Citizens and Local Leaders Can Use Strategic Thinking to Build a Brighter Future (Essential Texts for Nonprofit and Public Leadership and Management) The Decision Book: 50 Models for Strategic Thinking Judgments Choices and Decisions (Wiley Management Series on Problem Solving, Decision Making and Strategic Thinking) Breakthrough Thinking: A Guide to Creative Thinking and Idea Generation Blink: The Power of Thinking Without Thinking Thinking Kids’™ Math Analogies, Grade 3 (Thinking Kids (Carson-Dellosa)) Thinker's Guide to Analytic Thinking: How to Take Thinking Apart and What to Look for When You Do Curriculum and Aims, Fifth Edition (Thinking about Education) (Thinking About Education Series) Computational Design Thinking: Computation Design Thinking Thinking about Hinduism (Thinking about Religion) Strategies, Techniques, & Approaches to Critical Thinking: A Clinical Reasoning Workbook for Nurses, 5e (Strategies, Techniques, & Approaches to Thinking) Design Thinking Workshop: The 12 Indispensable Elements for a Design Thinking Workshop Advertising and Societies: Global Issues Undressing the Ad: Reading Culture in Advertising