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The Advertising Creative: Strategy, Copy, and Design book is a textbook. However, anyone who owns a small business, or who is in marketing will find this book useful. The book is now in its 5th edition, and that is because it is so useful. It has many great ideas that one will find useful for their business.

Advertising Creative: Strategy, Copy, and Design ...

Advertising Creative is the first "postdigital" creative strategy and copywriting textbook in which digital technology is woven

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throughout every chapter. The book gets right to the point of advertising by stressing key principles and practical information students and working professionals can use to communicate effectively in this postdigital age.

Advertising Creative: Strategy, Copy, and Design ...

Altstiel is responsible for developing creative strategy and tactics for digital, print, broadcast, and video as well as client service and new business development. Altstiel has developed creative work for hundreds of consumer and business-to-business clients including Toyota, Johnson Controls, Eaton, 3M, Evinrude, and Snap-On Tools.

Advertising Creative: Strategy, Copy, and Design / Edition

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Tom Altstiel. (M.A., University of Illinois at Urbana-Champaign) is an owner/partner of Prom Krog Altstiel, Inc. (PKA Marketing), an

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integrated marketing communications service provider.. Altstiel is responsible for developing creative strategy and tactics for digital, print, broadcast, and video as well as client service and new business development.

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Advertising Creative: Strategy, Copy, and Design | Online

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Advertising Creative : Strategy, Copy, and Design by Jean M.

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Grow and Thomas (Tom) B. Altstiel (2012, Trade Paperback) The lowest-priced brand-new, unused, unopened, undamaged item in its original packaging (where packaging is applicable).

Advertising Creative : Strategy, Copy, and Design by Jean

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Description. Advertising Creative is the first “postdigital” creative strategy and copywriting textbook in which digital technology is woven throughout every chapter. The book gets right to the point of advertising by stressing key principles and practical information students and working professionals can use to communicate effectively in this postdigital age.

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digital technology is woven throughout every chapter the book gets right to the point of advertising by stressing key principles and practical information

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Creative Strategy 3 • Where the art and science of advertising come together • A Big Idea must be – Creative – Strategic • Creative strategy – What the advertisement says – Also called message strategy • Creative execution – How it is said • A creative strategy defines the important strategic choices required to develop a marketing message. • The creative strategy (often called a copy or advertising strategy) defines what you will say about your product or service.

Advertisement Creative strategy & creative tactics & formats

Your creative strategy provides the guiding principles for

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copywriters and art directors who are assigned to develop the advertisement. Within the context of that assignment, any ad that is then created should conform to that strategy, even if you switch agencies. A creative strategy contains moving parts.

Why You Need a Creative Strategy In Your Marketing Plan

Ad copy is a very specific type of content. It is designed to get the reader to respond or take action. In a standard sales setting, salespeople spend several minutes to several hours answering prospective customers' questions and addressing their concerns. Without this interaction, many of the customer's objections would go unanswered.

Ad Copy and How Is It Used in Marketing

An advertising strategy is a plan to reach and persuade a customer to buy a product or a service. Your strategies of advertising require creative thinking and testing. A practical

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product assessment, market definition, media analysis, and budgetary choices result in an excellent advertising plan, which is part of your marketing plan.

2020 Guide Advertising Strategy | Matrix Marketing Group

Summary. Advertising Creative is the first "postdigital" creative strategy and copywriting textbook in which digital technology is woven throughout every chapter. The book gets right to the point of advertising by stressing key principles and practical information students and working professionals can use to communicate effectively in this postdigital age.

Advertising Creative: Strategy, Copy, and Design 4th ...

Copy Platform (Creative Strategy Statement) ... "Advertising Creative has truly been the book I have desperately needed throughout my teaching career. The fact that the authors

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combine real-life scenarios along with accurate descriptions of positions in the advertising industry has caused my students to truly hone in on their area of interest.

Advertising Creative | SAGE Publications Inc

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The Importance of a Creative Strategy. You know creative strategies are important, probably because you were asked to make one, but you might not understand why they are

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important.. Creative strategies assist the company in reaching marketing goals, prove their ROI, and support business growth through a strategic and well-executed approach.

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