

"Welcome to the real world! Read this book cover to cover. You'll come away with a very real understanding of how creative impacts brand and marketing strategy. **Advertising Creative** is about how the creative part of our business works, and, more important, how you can thrive in it."

-Jeff Wedeward,
Management Director,
Bader Rutter & Associates

← VERY CLICHE ☹️!

Make TITLE
HERE PRONOUNCED!

advertising CREATIVE

SECOND EDITION

STRATEGY, COPY + DESIGN

by TOM ALTSTIEL & JEAN GROW

Desk is
TOO MESSY,
FIX IT!

PLEASE ROUTE: X NORA — MAX — MARY — MATT — MARK



ADD
HARD
DRIVE

ADD
SOME ART
MARKERS!

ADD
CD'S

← MORE PENCILS!

MAKE THIS
LOOK MORE LIKE THE FIRST
EDITION.



Detailed Contents

Preface xvii

Why a Second Edition of This Book? xvii

Ancillaries xviii

Acknowledgments xviii



Chapter 1. Copy, Design, and Creativity 1

Who Wants to Be a Creative? 1

The Golden Age of Creativity 2

The Creative Team 3

Co-captain of the creative team 3

So, what else does a writer do? 4

Controlling the Creative Process 4

Where Do I Go From Here? 7

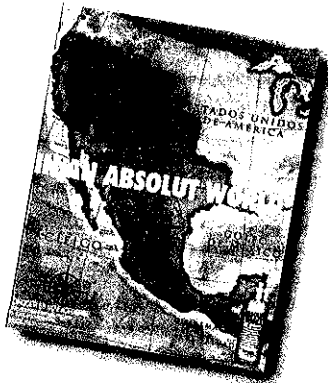
Creativity and Online Media 9

What's in It for Me? 9

Knowing the rules and when to break them 10

You don't have to be crazy, but it helps 10

Who's Who? 12 • Exercises 13 • Notes 15



Chapter 2. Before You Get Started 17

Advertising, MarCom, IMC, IBP, or What? 17

MarCom (Marketing Communications) 17

IMC (Integrated Marketing Communications) 18

Advertising's Role in the Marketing Process 18

Knowing What Makes the Consumer Tick 20

Creating from the consumer's point of view 20

Good Taste, Good Sense, and Good Business 21

Legal concepts that really matter 23

Stake your claim 23

Using celebrities 25

Copyrights and copywriting 25

Trademarks 25

Who's Who? 26 • Exercises 27 • Notes 28

Chapter 3. Branding 29

Why the Obsession With Brands? 29

Branded Storytelling 30

Assume the Position 32



Writing the positioning statement 33

Repositioning and rebranding 34

Positioning redux 35

Resonance: Did You Just Feel Something? 36

Extending Your Brand 37

Who's Who? 39 • Exercises 40 • Notes 41

Chapter 4. Strategy 43

Creative Strategy in the Marketing Mix 43

Mad Men versus reality 43

Strategy and tactics 43

Account Planning: Solving the Client's Problem 44

Get the Facts 45

Where to look for information 46

Secondary research 46

Primary research 47

Interpreting research findings 47

Who is the target audience? 48

Features and Benefits 49

From the inside: Features 49

From the outside: Benefits 49

Assembling the Facts 51

Copy Platform 51

Creative Brief 53

Consumer Profile 54

So What? 55

Finding Your Voice 57

Call to action—what do you want them to do? 59

Putting It All Together 59

Who's Who? 61 • Exercises 62 • Notes 64



Chapter 5. Issues in a Changing Marketplace 65

We're All the Same . . . Only Different 65

It's All There in Black and White 66

How do they look today? 67

Tapping into the African American market 67

Hip-hop goes mainstream 68

¿Cómo Se Dice Diversity en Español? 68

Dígame más (tell me more) 72

Tapping into the Latino market 72

Women in Advertising: Have We Really Come a Long Way, Baby? 72

Women as other 73

Tapping into the women's market 75

Myths and myth busters for marketing to women 75



Don't Ask, Don't Tell, Just Sell	76
<i>Just do it</i>	77
<i>Tapping into the gay/lesbian market</i>	77
You're Never Too Old to Buy Something	78
<i>Tapping into the mature market</i>	79
<i>Connecting with the mature market</i>	79
It's a Global Marketplace	80
<i>Global growth</i>	81
<i>Tapping into global audiences</i>	81
Did We Miss Anyone? You'd Better Believe It	82
Who's Who?	84 • Exercises 85 • Notes 86



Chapter 6. Concepting 89

What's the Big Idea?	89
How to Be Creative (Concepting Strategies)	89
<i>Concepting by the book</i>	90
Concepting Approaches	91
<i>Show the product</i>	91
<i>Show the benefit</i>	91
<i>Show the alternative</i>	91
<i>Comparison</i>	92
<i>Metaphors</i>	93
<i>Borrowed interest</i>	94
<i>Testimonials/case histories</i>	95
The Concepting Process	95
<i>Brainstorming</i>	96
<i>Idea starters</i>	98
Concept Testing	101
<i>Self-evaluation</i>	101
<i>Client evaluation</i>	103
Do the Twist	103
<i>Finding the edge</i>	103
<i>Before you get edgy</i>	104
What to Do When You're Stuck	105
Who's Who?	106 • Exercises 107 • Notes 109



Chapter 7. Design 111

Why Every Creative Needs to Be a Designer	111
<i>So you want to be an art director</i>	112
Don't Throw Away Your Pencil	112
Basic Design Principles	112
<i>Proximity</i>	113
<i>Alignment</i>	114
<i>Repetition</i>	115
<i>Contrast</i>	116

Some Essentials	118
<i>Typography</i>	118
<i>Color</i>	119
Better Layouts	120
<i>Layout patterns</i>	121
<i>Building your layout—boxes, squiggles, and blocks</i>	122
The Design Process	123
<i>Selecting your visuals</i>	124
<i>Illustration versus photography</i>	125
<i>Finding your visuals</i>	125
<i>Design and campaign continuity</i>	126
Digital Design: OK, Now You Can Put Your Pencils Down	127
<i>Designing for the Web</i>	127
<i>Thoughts on software</i>	127
Putting It All Together	129
Who's Who?	130 • Exercises 131 • Notes 132

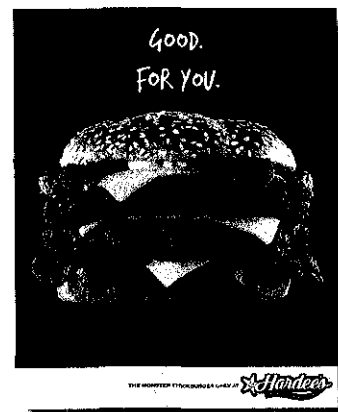
Chapter 8. Campaigns 133

What Is a Campaign?	133
Campaigns and IMC	134
<i>Campaign components</i>	134
How to Enhance Continuity	135
<i>Continuity does not mean conformity</i>	135
<i>Extendibility</i>	135
<i>Repeatability</i>	136
<i>How to maximize extendibility and repeatability</i>	137
<i>Animated characters/animals</i>	137
<i>Celebrities/spokespersons</i>	138
<i>Story lines/situations</i>	139
<i>Design and tagline</i>	139
<i>Concurrent campaign strategies</i>	139
Consumer-Generated Campaigns	140
Integrated Digital Campaigns	141
Knowing the Audience	141
NSAC: Like the Real Thing, Only More Fun	142
Putting It All Together	144
<i>Campaign tips</i>	144
Who's Who?	146 • Exercises 147 • Notes 148



Chapter 9. Headlines and Taglines 149

Why Have a Headline?	149
Types of Headlines	150
<i>Proven styles of headlines</i>	150
<i>Creating headlines from product information</i>	152
Writing Headlines With Style	152
<i>Ineffective headlines</i>	154
<i>Evaluating headlines</i>	156

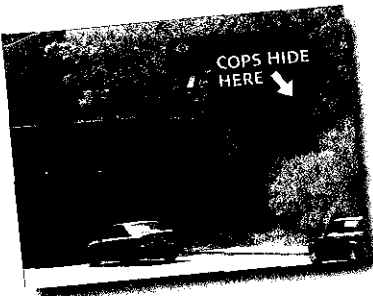


Headline Checklist	157
Subheads	157
<i>Subhead traps</i>	159
Preheads	159
Why Have a Tagline?	160
How to Write More Effective Taglines	162
Creating Taglines	164
Taglines Need Your Support	165
Who's Who?	166 • Exercises 167 • Notes 169



Chapter 10. Body Copy 171

Who Needs Body Copy?	171
<i>You'll never know when you'll need it</i>	171
<i>Ads aren't the only place you'll need copy</i>	171
<i>What you need to know . . . and use</i>	172
<i>Why do we need copy in ads?</i>	172
The Case for Long Copy	173
The Story Continues . . . on the Web	175
Writing Structure	176
<i>Types of copy</i>	176
Writing Style	177
<i>Advertising is not English</i>	177
<i>Persuade, don't impress</i>	177
The "Seven Deadly Sins" of Copywriting	179
Power Writing	183
Checklist for Better Copy	184
<i>You're not done yet</i>	186
Who's Who?	187 • Exercises 188 • Notes 190



Chapter 11. Print 191

Magazines	191
<i>Why magazines?</i>	191
<i>Why not?</i>	192
<i>Magazine campaigns</i>	192
<i>Where to find the best magazine ads</i>	193
Newspapers	194
<i>Why newspapers?</i>	195
<i>Why not?</i>	196
<i>Newspaper readership trends</i>	196
<i>Retail advertising</i>	196
<i>National newspaper ads</i>	197
<i>National inserts</i>	198
<i>Newspapers and campaigns</i>	198
<i>Making your newspaper ads work better</i>	199
Collateral	199

Out-of-Home Media	201
<i>Why out-of-home?</i>	201
<i>Why not?</i>	202
<i>Posters and bulletins (aka billboards)</i>	202
<i>Digital and interactive out-of-home media</i>	204
<i>Transit</i>	205
<i>Posters</i>	206
<i>Out-of-home campaigns</i>	206
<i>Tips and techniques</i>	206
Who's Who?	207 • Exercises 208 • Notes 209

Chapter 12. Electronic Media 211

Radio	211
<i>Why radio?</i>	211
<i>Why not?</i>	212
<i>Creative challenges and opportunities</i>	212
<i>It takes talent to cast talent</i>	212
<i>A word or two about dialogue</i>	216
<i>Give me a jingle</i>	218
<i>Tips and techniques</i>	218
Television	219
<i>Why television?</i>	220
<i>Why not?</i>	220
<i>How to solve those special problems</i>	221
<i>Technology and trends that affect the creative process</i>	221
<i>How to show your concept</i>	222
<i>Styles of commercials</i>	223
<i>Humor in TV</i>	225
<i>What makes it funny?</i>	225
<i>What makes it good?</i>	226
<i>Tips and techniques</i>	226
<i>Checklist for your TV commercial</i>	228
<i>Presenting your TV commercial</i>	230
Who's Who?	231 • Exercises 232 • Notes 233



Chapter 13. Digital 235

Predicting the Digital Future	235
Why the Internet?	236
<i>Why not?</i>	237
Web 2.0	237
Web Site Design	238
Get Them to Come	239
<i>Internet advertising</i>	239
Get Them to Stay	240
<i>Portals</i>	241
<i>Mashups</i>	241
<i>Interactive entertainment</i>	241
<i>Online video and Webisodes</i>	242



Blogs	242
Don't forget basic Web design	243
Writing the content	244
Get Them to Come Back	245
Keep it fresh	245
Using widgets to keep traffic flowing	246
Viral Marketing	246
Social Networks	247
Internet and the Third Screen	250
Where to Find the Best Online Marketing	250
Who's Who?	251 • Exercises 252 • Notes 254



Chapter 14. Direct Marketing 255

Direct Marketing Defined	255
Why direct marketing?	255
Why not?	256
The Components of All Direct Marketing	257
Database marketing: using the list	257
Customer Relationship Management (CRM)	257
Direct Mail	258
Envelope mailers (letter package)	259
Flat self-mailers	260
Dimensional mailers	260
The fine art of writing a cover letter	260
Customization and variable printing	261
E-mail	263
PURLs: Where Direct Mail Interfaces With the Internet	265
Mobile: The Third Screen	266
Who's Who?	268 • Exercises 269 • Notes 270



Chapter 15. Beyond Media 271

Sales Promotion	271
Why sales promotion?	272
Why not?	272
Consumer sales promotions	273
Trade sales promotions	275
Promotional strategy and tactics	277
Promotional Public Relations	278
Good deeds get good press, even if you have to buy it	278
Event Marketing and Sponsorships	279
Product Placement	279
In-Game Advertising	281
Hybrid Marketing	281
Guerrilla Marketing	282
Word-of-Mouth Marketing	285
Who's Who?	287 • Exercises 288 • Notes 289

Chapter 16. Business-to-Business 291

- B2B: Challenges and Opportunities 291
 - Why B2B is different* 291
 - Why B2B is the same* 292
- Don't Forget Those Wants and Needs 292
 - Agricultural advertising: another animal* 293
 - Professional advertising* 294
- Business-to-Business and Campaigns 294
- Online Marketing Tools for B2B 297
 - LinkedIn: Facebook for businesspeople?* 298
- Who's Who? 299 • Exercises 300 • Notes 301



Chapter 17. Survival Guide 303

- How to Break Into This Business—and Stay There 303
- How to Build Your Portfolio 303
 - Inside a junior copywriter's portfolio* 304
 - Inside a junior art director's or designer's portfolio* 304
 - What not to put in your book* 305
 - How should you format your book?* 306
- How to Write Your Cover Letter 307
- How to Write Your Résumé 308
 - What not to include* 310
- How to Get That Entry-Level Job 310
 - What agencies are looking for in entry-level creatives* 310
 - How to survive as an entry-level creative* 311
 - What every junior woman creative needs to know* 312
- How to Talk the Talk 313
- How to Sell Your Work 315
 - How to make it memorable* 317
 - How to handle questions* 317
 - How to think on your feet* 318
- How to Get That Next Great Job 319
- How to Get More Information 319
 - Trade publications and creative magazines* 319
 - Books* 320
 - Web sites* 321
- Who's Who? 322 • Exercises 326 • Notes 327



Appendix 329

- Copy Platform (Creative Strategy Statement) 329
- Copyediting and Proofreading Symbols 331
- Radio Production Terms 332
- TV and Video Production Terms 334

Index 339

About the Authors 347