



## The Brains Behind Great Ad Campaigns: Creative Collaboration Between Copywriters and Art Directors

By Robyn Blakeman

Rowman & Littlefield Publishers. Hardcover. Condition: New. 224 pages. Dimensions: 9.3in. x 6.1in. x 0.8in. Catch an inside look at the advertising creative process. Discover how teams collaborate at major agencies to create unforgettable campaigns like the Budweiser Clydesdale and Dalmatian spots, the PEDIGREE Adoption Drive program, or the breakthrough UPS Whiteboard campaign. See how creative briefs drive on-strategy solutions in all media from traditional to ambient. Understand which campaigns went off-course and why. Enjoy one-on-one interviews with behind-the-scenes candor and explore more than 50 exciting, visual examples. Hear first-hand from advertising masterminds as the authors delve into the brains behind great ad campaigns. Each chapter offers step-by-step instruction, revealing various aspects of the creative process, from brainstorming techniques and agency pitches to strategic visual and verbal messaging. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Hardcover.

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