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Advertising Creative: Strategy, Copy, and Design. Second Edition. by Thomas (Tom) B. Altstiel (Author), Jean M. Grow (Author) 3.8 out of 5 stars 12 ratings. ISBN. This bar-code number lets you verify that you're getting exactly the right version or edition of a book. The 13-digit and 10-digit formats both work.

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

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.

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Ad copy is a very specific type of content. It is designed to get the reader to respond or take action. In a standard

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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

Advertising Creative: Strategy, Copy, and Design by. Tom Altstiel, Jean M Grow, Marcel Jennings. it was amazing 5.00 · Rating details · 1 rating · 0 reviews Advertising Creative, Fifth Edition continues to weave discussions about digital messaging through every chapter. Yet, the underlying theme is still about one thing that never changes ...

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

Advertising Creative: Strategy, Copy, and Design Expertly curated help for Plus easy-to-understand solutions written by experts for thousands of other

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Advertising Creative: Strategy, Copy, and Design 3rd ...

The creative strategy (often called a copy or advertising strategy) defines what you will say about your product or service. It explains how you want consumers to think about your Brand. Published in: Marketing

Advertisement Creative strategy & creative tactics & formats

Your creative strategy provides the guiding principles for 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

Copy Platform (Creative Strategy Statement) ... "Advertising Creative has

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truly been the book I have desperately needed throughout my teaching career. The fact that the authors 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

Focusing on the idea that good advertising always starts with an understanding of people and an awareness of their needs, the text advances through the creative process step by step. It focuses first on the creative person, and then on strategy and problem solving. Complementing expert instruction with extensive examples of layouts and ad copy, this book gives you all the necessary tools to create winning advertising strategies.

[PDF] Creative Strategy In Advertising

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Creative strategy is a strategy that is created by a team, usually consisting of copywriters, an art director and a creative director. These professionals come together to create a strategy that is going to help the marketing campaign meet the specific goals that the company has set out.

What Is Creative Strategy? | ProfileTree

The creative strategy consists of six elements - creative objective, target market, primary selling proposition, secondary selling proposition, support and tone & manner. Advertisers use various appeals like rational, emotional and others to attract the attention of viewers.

Creative Strategy | Marketing Communications| Business ...

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