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100 Ideas That Changed Advertising



Synopsis

A chronicle of the key ideas that have shaped the adverts we see everyday, 100 Ideas That Changed Advertising offers a fascinating insight into an ever-changing and fast moving industry. Arranged broadly chronologically, the book looks at the overnight revolutions, the flashes of inspiration, and the long-term evolutions that advertisers have wrought upon their industry. Author Simon Veksner guides us through the key ideas behind these changes, from the development of the first advertising formats and the history of branding, to the creative revolutions of the 1960s and the digital age. Looking forward, the book considers the most recent thinking in reaching new audiences, including the rise of neuromarketing and the latest behavioural economics. Illustrated with hundreds of examples of adverts and explaining their power to inspire, delight, and annoy, but above all, to make us buy, the book is an absorbing guide to a turbulent industry.

Book Information

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Customer Reviews

Simon Veksner is Creative Director at DDB Sydney. Prior to that he worked as a copywriter at Bartle Bogle Hegarty in London, where he produced campaigns for some of the agency's most iconic brands including Levi's, Audi and Barnardo's. Previously he spent seven years at DDB London, where his work included a Cannes Grand Prix-winning ad for Volkswagen. He has won over 50 industry awards in his 16 years as a Creative, and is a frequent D&AD juror. Prior to entering advertising he worked as a journalist, for publications including The Independent, The Guardian and The Sunday Times.

good book with a lot of info about marketing.

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