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Hey Whipple, Squeeze This

THE CLASSIC GUIDE TO
CREATING GREAT ADS

LUKE SULLIVAN
EDWARD BOCHES

ADWEEK

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**Luke Sullivan, Sam Bennett, Edward
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Summary of Luke Sullivan's Hey Whipple, Squeeze This Everest Media, 2022-08-30T22:59:00Z Please note This is a companion version not the original book Sample Book Insights 1 The mystery of Whipple's success is why his commercials sold so much toilet paper The answer is that they were extremely irritating and people used the fast forward button to avoid them 2 The idea of Mr Whipple the advertiser is not good It is repetitive schmaltzy and cornball But it is effective advertising and it sells billions of rolls of toilet paper 3 The public is cynical about advertising and we send out every year the Gallup poll of most and least trusted professions advertising

practitioners trade last or second to last place with used car salesmen and members of Congress 4 The 1950s saw the birth of modern advertising with the concept of the unique selling proposition This meant that advertisers would claim their products offered a specific benefit that no other product did *Hey, Whipple, Squeeze This* Luke Sullivan, 2016-01-19 The classic guide to creating great advertising now covers all media Digital Social and Traditional Hey Whipple Squeeze This has helped generations of young creatives make their mark in the field From starting out and getting work to building successful campaigns you gain a real world perspective on what it means to be great in a fast moving sometimes harsh industry You ll learn how to tell brand stories and create brand experiences online and in traditional media outlets and you ll learn more about the value of authenticity simplicity storytelling and conflict Advertising is in the midst of a massive upheaval and while creativity is still king it s not nearly enough This book is an essential resource for advertising professionals who need up to date digital skills to reach the modern consumer Turn great ideas into successful campaigns Work effectively in all media channels Avoid the kill shots that will sink any campaign Protect your work Succeed without selling out Today s consumer has seen it all and they re less likely than ever to even notice your masterpiece of art and copy let alone internalize it Your job is to craft a piece that rises out of the noise to make an impact Hey Whipple Squeeze This provides the knowledge to create impressive compelling work

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But students need new guidance to ply their craft now in the digital world This new fourth edition explains how to bring brand stories into interactive dynamic places online in addition to traditional television radio print and outdoor ads Creativity is still king but this new edition contains Important new chapters and updates that bring Whipple into the new digital world New content and examples for how to use social media and other emerging platforms Illustrate what s changing in the new world of advertising and what isn t Hey Whipple Squeeze This will help sharpen your writing chops unleash your creativity and help raise the level of your work from hack to master craftsman *Mediaweek* ,2008 *Advertising and Integrated Brand Promotion* Thomas C. O'Guinn,Chris T. Allen,Richard J. Semenik,2003 Like other aspects of business good advertising is the result of hard work and careful planning Creating good advertising is an enormous challenge Imaginative and refreshingly honest Advertising and Integrated Brand Promotion 3e continues the tradition of providing students with a solid understanding of advertising strategy The table of contents is designed to follow the same process that advertising agencies follow *American Book Publishing Record* ,1998 *Library Literature & Information Science* ,2009 An index to library and information science literature **Subject Guide to Books in Print** ,1971 **Advertising Today** Warren Berger,2001 Far more than a means of moving merchandise advertising has become increasingly recognized not only as an art form in itself but also as a defining element of popular culture Advertising Todayprovides a thematic overview of the evolution of advertising around the world over the past 30 years charting influences from the political and social upheavals of the 1960s to the revolution of the internet in the 1990s Each chapter includes an intimate interview with a key figure in advertising including Oliviero Toscani of the controversial Benetton campaigns American Express spokesperson Jerry Seinfeld and John Hegarty of Bartle Boyle Hegarty the creator of the world famous Levis ads In analysing specific advertisements the book simultaneously acts as a history of global pop culture and a record of the social cultural and geo political temperature changes that affect our image saturated environment Included are over 500 advertisements originally seen in a wide range of media print television billboards the internet and even very recent so called guerrilla advertising in which practically anything pieces of fruit sand dunes on a beach pavements can act as a surface for promoting a product **Illustration Annual** ,2002

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