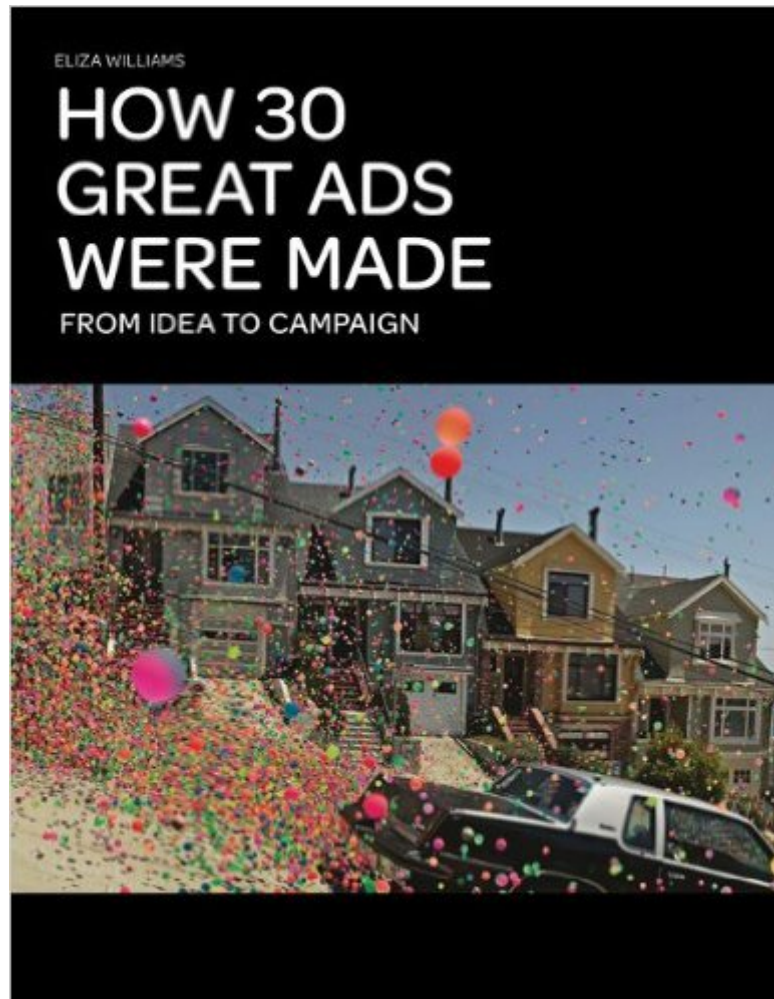


The book was found

# How 30 Great Ads Were Made: From Idea To Campaign



## Synopsis

This book takes readers behind the scenes in the world of advertising, showcasing 30 phenomenally successful campaigns from the last decade. Fascinating not only for industry professionals but for anyone with an interest in how ads are made. Technical information on how the ads were developed is accompanied by anecdotes from the creatives, directors and clients, with accounts of how the ads were made and the problems encountered along the way. Each campaign is illustrated with imagery showing the stages it went through in development including sketches and early ideas that may have been abandoned, storyboards, animatics and photos from shoots, as well as shots of the final ads. In addition to offering an insight into the working practices within advertising, the book also demonstrates how the industry is currently experiencing a period of rapid change, and shows the different skills that are now required to work in advertising.

## Book Information

Paperback: 224 pages

Publisher: Laurence King Publishing (March 14, 2012)

Language: English

ISBN-10: 1856698211

ISBN-13: 978-1856698214

Product Dimensions: 8.8 x 1 x 10.8 inches

Shipping Weight: 2.5 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 starsÂ Â See all reviewsÂ (2 customer reviews)

Best Sellers Rank: #419,659 in Books (See Top 100 in Books) #73 inÂ Books > Arts & Photography > Graphic Design > Commercial > Advertising #822 inÂ Books > Business & Money > Marketing & Sales > Advertising #2547 inÂ Books > Business & Money > Accounting

## Customer Reviews

I absolutely love this book. It is full of fantastic pictures, sketches, and storyboards that really show the reader how these ads that are recognized worldwide were created. While the price seems a tad high, it is definitely worth it.

A cool collection of some of the best and most innovative campaigns.

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