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Advertising: Concept And Copy (Third Edition)



Synopsis

The new edition of a classic text about advertising creativity: how to find great ideas and express them freshly and powerfully. A classic text now in a new edition, George Felton's *Advertising: Concept and Copy* is an innovative approach to advertising creativity. It covers the entire conceptual process, from developing smart strategy to executing it with strong ads—from what to say to how to say it. Part 1, *Strategies*, operates on the premise that the idea beneath an ad's surface determines its success. This first section shows how to research products, understand consumer behavior, analyze audiences, and navigate marketplace realities, then how to write creative briefs that focus this strategic analysis into specific advertising objectives. Part 2, *Executions*, explains how to put strategy into play. It discusses the tools at a copywriter's command—creating a distinctive brand voice, telling stories, using language powerfully and originally—as well as the wide variety of media and advertising genres that carry and help shape messages. But great executions are elusive. So Part 3, the *Toolbox*, gives advice about how to think creatively, then presents an array of problem-solving tools, a series of techniques that advertisers have used repeatedly to produce exceptional work. In brief, this book shows how to find strong selling ideas and how to express them in fresh, memorable, persuasive ways. The new edition features greatly expanded discussions of guerrilla advertising, interactive advertising, brand voice, storytelling, and the use of social media. Hundreds of ads in full color, both in the book and on an accompanying Web site, demonstrate the best in television, radio, print, and interactive advertising. *Advertising: Concept and Copy* is the most comprehensive text in its field, combining substantial discussion of both strategy and technique with an emphasis on the craft of writing not found elsewhere. It is truly a writer's copywriting text. 500 color illustrations

Book Information

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Customer Reviews

“The updated third edition . . . continues to provide new generations with a powerful, in-depth approach to creative advertising routines . . . [A] recommended pick for any business library.” - Midwest Book Review

“This book should be handed out to every freshman in college instead of taking that freshman comp class. It’s a beautifully written and illustrated exposition of everything you need to know about writing lucid, funny, eye-grabbing, thought-provoking copy, whether for the Web, journalism, or longer forms like books. Read this instead of Strunk and White; it’s much more useful and to the point.” - Nick Morgan, PhD, communication theorist and coach, founder of Public Words

“Felton has not just written a course on copywriting techniques, but rather a travelogue through the land of thinking. . . . Even the most long-suffering, jaded, cynical agency ad person will benefit from having this book in the desk drawer and secretly dipping into the Toolbox.” - Byron Ferris, Communication Arts magazine

“Finally a book that strips away some of the smoke and mirrors of the creative process and gives students a groundwork for conceiving an advertisement. I would recommend it to anyone considering this profession.” - Christopher Cole, vice president/creative director, BBDO, New York

“Full of incredibly useful stuff that will make anyone thinking about getting into advertising up to speed on the most important part: the Idea.” - Steve Stone, founding partner, Heat, San Francisco

“The best advertising book I have ever read. Most books overextend with power phrases and industry lingo. Advertising: Concept and Copy, on the other hand, speaks superbly to anybody. I think it’s the clearest and most concise text yet produced for the advertising professional, covering all the most relevant topics without being boring or technical. It’s practical, intelligent, relevant and my secret weapon.” - Simon Morris, director, P2P Interactive Marketing & Advertising, Melbourne, Australia

George Felton teaches writing and copywriting at Columbus College of Art & Design in Ohio.

Because it contains an awful lot of information, it is not a book I reach for when I have just a few minutes to spare. But when I have serious time to set aside and focus, I find it to be very insightful

and idea-generating. Of the dozens of top-rated advertising books I've read, this is probably my favorite.

I can easily say that, of the dozen copywriting/persuasion books I own, this book is one of the most practical. It gets all the prerequisite stuff in there (target audience research, how to create a brief, choosing a strategy) and throws in topics people rarely cover, like how to write in a particular voice or writing non-hype headlines. I recommend this book for newbies and pros alike. And I say that as a mid-level digital copywriter with 4+ years of professional experience.

Purchased this book for my Visual and Copywriting class. It has a great mix between pictures and text, and is very easy to read and follow. Would recommend this book for a communication class or just to brush up on advertising concepts.

This was a text book for a commercial production course I took. It was good book, mostly a supplemental read than anything else but still helped out quite a bit.

Great book.

This is the best book I've read on advertising concepts and copy. I wish I would have found it seven years ago when I started.

This book is full of great examples of copy and great tips for those starting out studying copywriting. The ideas are clever, original and inspiring.

Great thorough Book, Highly recommended by AdvertisingCopy.net

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