



Advertising Now. Print (Midi Series)

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Ideas that sell: today's most effective and original ads The world's sharpest creative minds are in high demand in the advertising world, because making effective ads takes a whole lot more than just marketing know-how. A great ad grabs the viewer's attention and gets the point across in an original, surprising, funny, touching, or even shocking way. Because ads reflect global and regional mentalities, studying them is interesting not only for their selling points but also for what they have to say about their clients and target audiences. This mega-roundup of the world's best contemporary advertisements highlights the work of designers in over 40 countries. Organized by subjects, such as socio-political, food and beverage, cars, technology, and media, the ads are dated and annotated with information on the design agencies, clients, and products. Also included are case studies illustrating, for example, how an ad campaign can be made on a small budget or how an advertisement can be adapted for different cultures. This guide is a must-have for advertising students and professionals, graphic designers, and anyone who's interested in the different ways products are advertised around the world.

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