

Advertising Creative: Strategy, Copy, and Design

By Tom Altstiel, Jean M. Grow

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Written in an accessible style, **Advertising Creative** has become a key resource on the most recent trends of strategy, concepts, design, and integration of media and technology. The **Third Edition** gets right to the point of advertising by stressing key principles, illustrating them, and then providing practical information students and working professionals can use. Drawing on their own personal experience as award-winning experts in the creative advertising field, Tom Altstiel and Jean Grow offer a unique blend of real world and academic perspectives as they examine relevant and cutting-edge topics, including global, social media, business-to-business, in-house, and small agency advertising. Indeed, this hands-on textbook takes you well beyond traditional media topics, offering engaging examples and case histories on hot issues such as digital technology and tools, diversity, and an ever-expanding global marketplace.

In the new edition, Altstiel and Grow take a deeper dive into the exploration of digital technology and its implications for the industry, as they expose the pervasive changes experienced across the global advertising landscape. Their insightful discoveries reveal how brands now cut across geographic and cultural boundaries with lightning speed, and how the interplay of technology and culture, both local and global, is fast creating a marketplace that knows no boundaries. However, as cultural, geographic, and economic boundaries shift under our feet, the most important revelation of all is the identification of the three qualities that will define the future leaders of this industry: Be a risk taker. Understand technology. Live for ideas.

KEY FEATURES

- Added chapters on **Global Advertising** and **Social Media** as well as expanded coverage of digital media reflect the rapidly changing advertising industry.
- Updated throughout with **new illustrations and timely examples.**
- "Survival Guide" chapter offers **practical advice on how to land a job in the advertising business**?and advance?illustrated with student portfolio examples.
- **Dynamic four-color design throughout showcases vivid sample ads** to clearly illustrate advertising strategies and trends.
- **Engaging end-of-chapter exercises** encourage creative thinking.
- **Insightful stories from seasoned advertising creative professionals and**

rising stars provide an inspiring picture of the industry.

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Editorial Review

Review

“There's one thing I don't like about this book: it didn't exist when I was a student.”

(Jesús Revuelta 2012-10-11)

“Many have written books on the creative process, but few have done it in a way that is actually easy to follow and understand…I wish I had this book when I was studying advertising 20+ years ago. It would have saved me a lot of trial and error. It’s easily the best how-to book on advertising that I have read.” (Dave Hanneken 2012-10-11)

“The book delivers a combination of industry expert inserts as well as fundamental principles to developing and creating impactful advertising/marketing. This format engages the reader and keeps you turning the pages” (Roger Garcia 2012-10-11)

“*Advertising Creative* is a systematic guide to creating modern, 21st century advertising. The authors dare to try and make sense of today’s changing, evolving world of multiple screens. Read it and be ready to create breakthrough ideas.” (Bill Wright 2012-10-15)

About the Author

Tom Altstiel (M.A., University of Illinois at Urbana-Champaign) is an owner/partner of Prom Krog Altstiel, Inc. (PKA Marketing), an integrated marketing communications service provider. Altstiel is responsible for developing creative strategy and tactics for digital, print, broadcast, and video as well as client service and new business development. Altstiel has developed creative work for hundreds of consumer and business-to-business clients including Toyota, Johnson Controls, Eaton, 3M, Evinrude, and Snap-On Tools. He has won over 250 local, regional and national awards for creative excellence. Since 1999, Altstiel has been an adjunct instructor at Marquette University, teaching Copywriting, Advanced Copywriting, Campaigns and Principles of Advertising. He received the Dean’s Award for Outstanding Part Time Faculty at Marquette. Follow him on Linked In.

Jean Grow (Ph.D. University of Wisconsin–Madison; M.A., University of Wisconsin–Stevens Point, B.F.A., School of the Art Institute of Chicago) is an Associate Professor of Advertising and Director of the Fine Arts Program at Marquette University. Grow has won numerous fellowships and awards including: AEJMC’s Institute for Diverse Leadership in Journalism and Communication Fellowship (2015-16); a Visiting Professorship, University of Modena, Italy (2013); the Spanish Ministry of Science and Innovation Research Grant (2010-2013); and the Dean’s Award for Teaching Excellence (2007). Her academic research appears in publications such as: Advertising & Society Review, Communication & Society, and International Journal of Advertising. Prior to joining the academy Jean worked as an artists’ representative with agency

clients such as Leo Burnett, DDB, and JWT on brands including Coca-Cola, Kellogg’s and Zenith. Follow her @jeangrow or on one of her two blogs: ethicalaction.wordpress.com or growculturalgeography.wordpress.com.

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