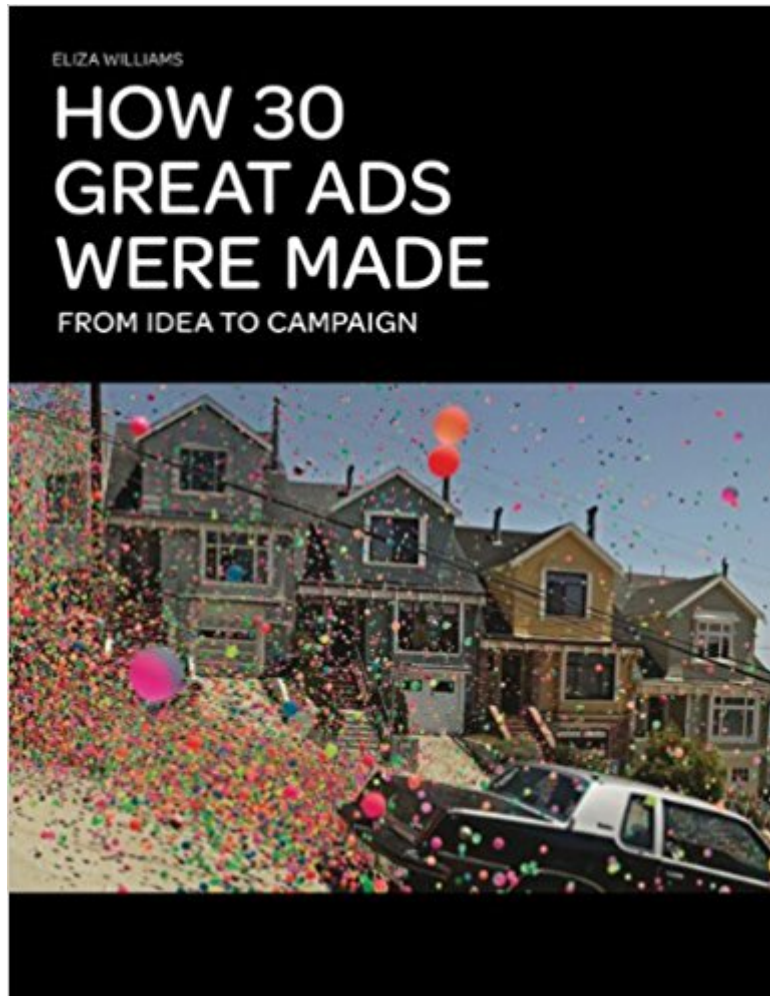




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# How 30 Great Ads Were Made: From Idea To Campaign



## 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

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## Customer Reviews

Eliza Williams is currently senior writer at Creative Review magazine in London, and also regularly contributes to magazines including Frieze, Art Monthly and Flash Art. She is the author of *This is Advertising*.

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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