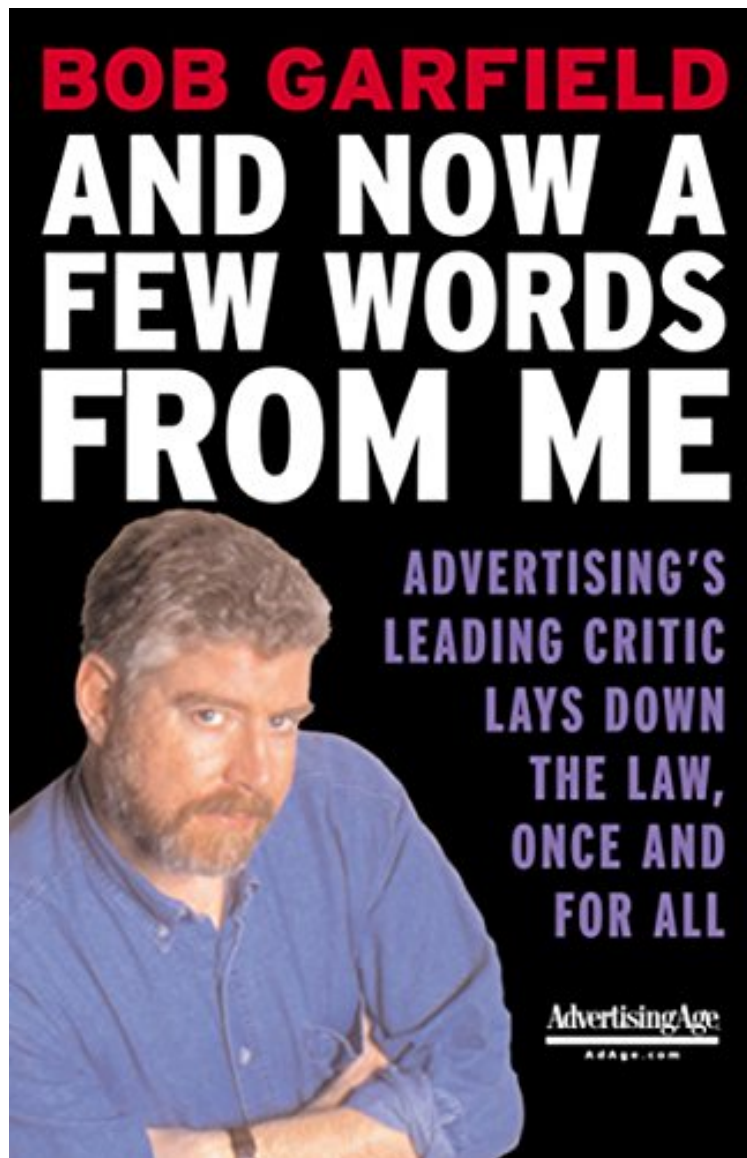


[Ebook free] And Now a Few Words From Me: Advertising's Leading Critic Lays Down the Law, Once and For All (The Advertising Age Series)

## And Now a Few Words From Me: Advertising's Leading Critic Lays Down the Law, Once and For All (The Advertising Age Series)

*Bob Garfield*

*audiobook / \*ebooks / Download PDF / ePub / DOC*



[Download](#)

[Read Online](#)

#1887176 in eBooks 2003-02-11 2003-02-11 File Name: B000OVLW4 | File size: 53.Mb

**Bob Garfield : And Now a Few Words From Me: Advertising's Leading Critic Lays Down the Law, Once and For All (The Advertising Age Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised And Now a Few Words From Me: Advertising's Leading Critic Lays Down the Law, Once and For All (The Advertising Age Series):

3 of 4 people found the following review helpful. Wit, wisdom and uncommon common sense. By Miles D. Moore "Do not be so blindly determined to 'think outside the box' that you are constructing your own coffins." This quote, which comes on page 127 of Bob Garfield's new book, "And Now a Few Words from Me," could be the epigraph for the entire book, or indeed for just about every ad review Garfield has written for "Advertising Age" over the last 18 years. An amused and often appalled observer of the wretched excesses of TV advertising, Garfield in his new book eviscerates a number of failed campaigns with the skill of a master surgeon reviewing a botched heart transplant. The operation's not a success, Garfield points out, if the patient dies. (And sometimes the patient DOES die: an abstruse commercial for a Virginia bank, he notes, led to the failure of both the bank and the ad agency.) As Garfield sees it, the problem with much of TV advertising is simple: too many ad copywriters get caught up in the "creativity" of what they do and forget their purpose is to sell products, period. Sometimes the problem is merely a bad choice of celebrity spokesperson--say, hulking millionaire Charles Barkley pitching econobox Hyundais, or red-meat-eschewing Cybill Shepherd as national spokesperson for beef. Just as often, however, ad writers simply whiz past their target audience (the "Dick" campaign for Miller Lite) or offend viewers to the very core of their being (Ford and GM using the 9/11 tragedy as a pretext for great deals on Explorers and Grand Ams). Garfield, as always, is witty, elegant yet blunt about these failures: "Don't roll your eyes and dismiss the negatives," he tells his readers, "because if you do, in due course, that's exactly what your target audience will do with you." He also insists that ad writers--despite their frequent statements to the contrary--are subject to the same rules of morality, decency and civility the rest of us are. He is particularly scathing about Calvin Klein: "(H)e is not an advertiser. He is an arsonist...(T)o portray children as sex toys parading before adults is the line that cannot be crossed." But Garfield notes that many advertisers lose sight of a basic fact: if you offend your audience, you are lost forever. The creative director of one agency once wrote Garfield to the effect that if he found TV advertising so offensive, he shouldn't watch. Garfield's reply: "Don't watch? Don't watch what? If advertising were programming, a viewer could make decisions about what to watch. But--I'll say this one last time--advertising isn't, so a viewer can't, so what's left to watch, if you choose not to be assaulted by advertising, is nothing. Which destroys the whole medium, you imbecile." "And Now a Few Words from Me" is a fast (200 pages), trenchant, often laugh-out-loud funny look at TV advertising that deserves a readership far beyond ad agencies. Anybody who watches TV will find it a great read.

0 of 2 people found the following review helpful. My Hero! By Maureen Kirkbride I've long enjoyed Bob's reviews. He's not afraid to call a dog a dog and a peacock a peacock. This book is great even for those just starting out. I've used it extensively in an effort to educate others in the fine art of branding and advertising. If you're afraid to laugh out loud at other's mistakes, don't read this book.

1 of 2 people found the following review helpful. And Now A Few Words From Me By A Customer And Now A Few Words From Me Bob Garfield I would rate this as a truly terrific book with one major caveat: Skip the Introduction. Seriously. The author takes a little while to warm to his subject, as they say, and is, in the process, so annoying you might be tempted to put the book down (with a resounding thud) forever. Dont. Because from Chapter one on it just gets better and better. While he primarily focuses on television commercials, most of his trenchant observations apply to all forms of advertising: that rules aren't always meant to be broken; that it's okay to borrow ideas, but never to borrow attention; that having a modicum of good taste is always advisable, especially when it comes to the use of sex in advertising and so forth. He also has a great chapter that every client should read carefully wherein he spells out the perils that go along with cooking up claims and promises that are only quasi-true (as in legal let them get by) at best. And his last two chapters are worth the price of admission all by themselves. In the first he succeeds in getting three titans of the advertising universe Dan Wieden, Jeff Goodby and Phil Dusenberry to describe in painful detail the worst mistakes in creative judgment they've made over the course of their otherwise brilliant careers. And in the second, he succeeds in doing something many might consider utterly impossible: he actually makes a very well reasoned (and almost moving) case for why advertising isn't the horrible endeavor many of its creators secretly fear. A jaunty and informative read for anyone in the business. (Except for that too clever by half introduction.)

"If you crave insight into the wacky, zany, madcap--albeit very serious--business of advertising, this is a great place to begin."--Miami Herald A witty and frank look at the ad biz from one of its most respected voices Advertising has become an endless stream of cliché, cute, cheesy productions, miscast celebrities, and gratuitous sex--and take-no-prisoners Advertising Age columnist Bob Garfield has had enough. In the often hilarious, always dead-on And Now a Few Words from Me, Garfield looks at the best and the worst in today's advertising as he tells advertising pros that it's time to swallow their own egos, return clients' rights to the forefront, and--once and for all--eliminate bad advertising from the face of the earth.

From Publishers Weekly As the advertising industry's Dave Barry, Garfield has written the influential ad criticism column "Ad " for Ad Age for 17 years and is cohost of NPR's On the Media. His first book, aimed at advertising pros, is a brazenly funny take on the industry practices that Garfield loves to hate. "Most advertising is unnecessarily terrible," he writes, proceeding to enumerate the reasons why: a misguided emphasis on rule breaking and originality; misuse of sex, celebrities, humor, special effects and profundity; lack of contact with consumers; and sheer bad taste

and immorality. Garfield supports his claims with passionate attacks on specific ads. Calvin Klein turns out "thinly disguised kiddie porn," while McDonald's "we love to see you smile" campaign is "preposterously false." The criticism, however, isn't always consistent. Garfield occasionally knocks highly successful ads, e.g., CK's famous Brooke Shields jean ads. Furthermore, he praises campaigns that violate his own prohibitions. Garfield's apparent ego (he less-than-wittily compares himself to God and declares, "[W]ith well in excess of a thousand ads subjected to my pitiless scrutiny, I've really blown the call only eleven or twelve times") can also wear thin. Oddly, the critic loosens his choke hold on the industry in the final chapter, ineffectually defending it against other critics and halfheartedly attempting to restore the pride of the very audience he has been so busy mocking. Despite the weak finish, though, Garfield offers a mostly humorous and hard-hitting book. Copyright 2003 Reed Business Information, Inc. "...a must read for all young people who want to get into advertising..." -- Jerry Della Femina, author of *From Those Wonderful Folks Who Gave You Pearl Harbor* "Do people in advertising realize how lucky they are to have a critic so clear-eyed and sensible...?" -- Kurt Andersen, author of *Turn of the Century* "Garfield...has the guts to tell it like it is." -- Sergio Zyman, author of *The End of Advertising as We Know It* "No one knows the ad biz...better than Bob Garfield. This book offers sorely needed advice." -- Jack Trout, author of *Differentiate or Die* From the Back Cover Advertising's most influential critic discusses what is wrong with today's ads--and how to make it right For almost two decades, Bob Garfield's "Ad " column in *Advertising Age* has been a weekly must-read in the marketing world. Garfield's sharp, witty observations have buoyed--and buried--thousands of campaigns. In *And Now a Few Words from Me*, Garfield looks at today's advertising and decries the emperor's lack of clothing. Why has "breaking the rules" become such a virtue? What are the ten commandments of advertising that are virtually guaranteed to work--and almost universally ignored? Garfield asks the tough questions and provides piercing--and always dead-on accurate--answers. Lost in today's endless stream of fast-cut production and shock for shock's sake is the idea that advertising, at its essence, is about nothing more complex than communicating a convincing selling idea to a prospective customer. *And Now a Few Words from Me* reminds us that sound and fury alone have always--and will always--signified nothing. Using the uncompromising approach that has become his trademark, Bob Garfield calls for a return to the rules and discipline that make great advertising great. "Each year at least three hundred thousand ads are produced--maybe it's three million--and a shocking percentage of them violate the rules, too, under the pitiful, misguided belief that such is the road to Greatness. But that is not the road to Greatness. It is the road to Extreme Suckiness..." --From Chapter 1 Bob Garfield, the voice behind *Advertising Age*'s widely-read column "Ad ," is today's most respected advertising critic. And right now Garfield is angry at how off-target--and just plain awful--an increasing percentage of ads that cross his desk have become. As Garfield himself writes, "No wonder I drink." *And Now a Few Words from Me* is Garfield's call-to-arms. Sparing no sacred cows, he rails against the mindset that has reduced much of today's advertising to sophomoric silliness that doesn't bother to sell the product or even further the client's strategy. Wielding his pen like a flaming broadsword, Garfield writes: "Consistency of ethical principles has never been the advertising industry's strongest suit." "Agencies themselves struggle with an inherent conflict of interest, because the kind of advertising that best serves the client doesn't necessarily win awards." "My goal here isn't to leave you a bit infuriated. My goal is to enumerate transgressions so extravagant and insane that you actually bleed through the ears." Amid his take-no-prisoners observations on the transgressions of advertising, Garfield also provides examples of--and lays out rules for--good advertising. Rules that, while seemingly common sense, are too often forgotten between the initial "brainstorm" and the final reel. Rules that apply "from TV to print to Internet to bas-relief molded in the sea-coastal sand." Rules that, if enforced, would compel advertising practitioners to swallow their bloated egos, return clients' rights to the forefront, and--once and for all--eliminate bad advertising from the face of the earth. *And Now a Few Words from Me* shines a blinding searchlight on what is wrong with today's advertising. Fast, funny, and vintage Garfield, it names names, deflates balloons, and provides a few simple-to-follow rules to get advertising back on track.