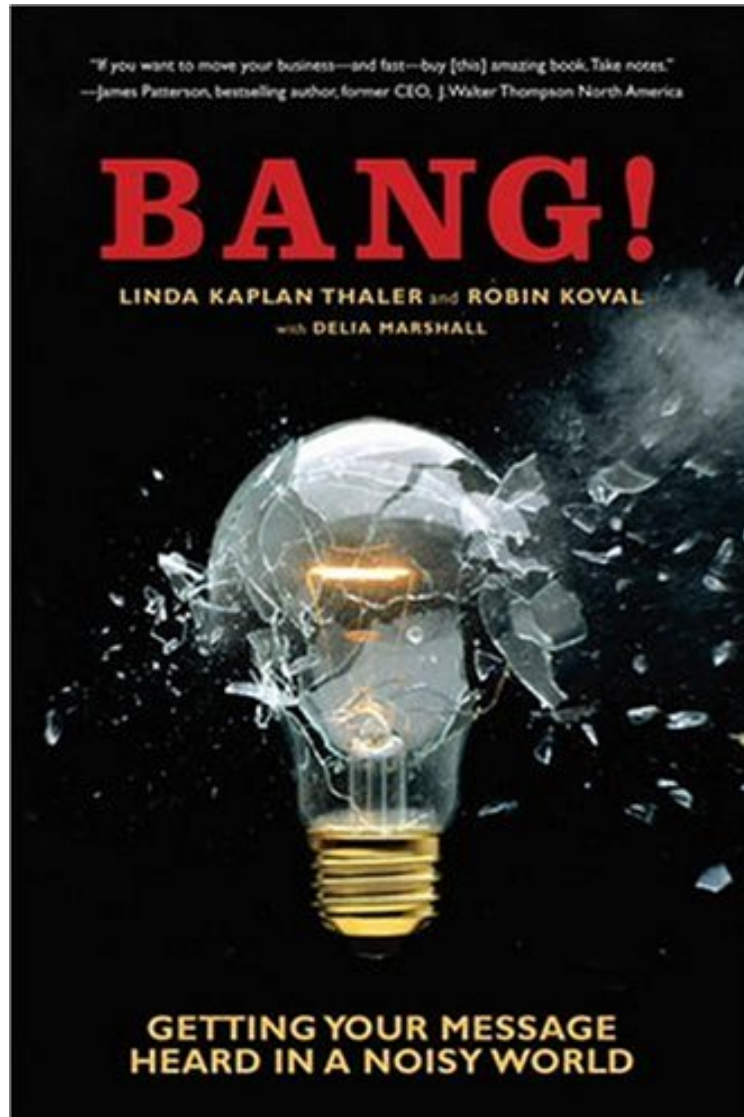


[Mobile pdf] Bang!: Getting Your Message Heard in a Noisy World

Bang!: Getting Your Message Heard in a Noisy World

Linda Kaplan Thaler, Robin Koval

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Linda Kaplan Thaler, Robin Koval : Bang!: Getting Your Message Heard in a Noisy World before purchasing it in order to gauge whether or not it would be worth my time, and all praised Bang!: Getting Your Message Heard in a Noisy World:

0 of 0 people found the following review helpful. Great! Helped Me Create More Value. By Susanna Hutcheson I didn't expect much of this book. I found it by accident. Was I in for a great surprise! This terrific book tells you how to come up with superior ideas that make you (and your clients) stand out in the crowd of others who offer exactly the same thing. And, believe me, that's what business needs today. I couldn't hardly put this book down. It led me to a couple other good books and authors too. Yes, it's about advertising. The author is highly respected in our field. He can't help

writing about what he knows. Frankly, I'm glad he did. While this book will be valuable to anyone in any business, it's especially useful (a must-read really) for anyone in advertising or marketing, anyone who needs to constantly come up with unique ideas and stand out in the crowd. This book is a couple of years old now. But what you'll read is today. It helped me to come up with some money-making ideas and I use what I learned in it every day. Highly recommended.

0 of 0 people found the following review helpful. Five Stars
By George S. Davison
a woman's point of view of quality

0 of 3 people found the following review helpful. My New Bible
By R. Jane Trudeau
As an owner of a small business trying to find a way to differentiate our product and service from about 30 competitors, Bang! is my new Bible. Our product is the best of its kind but how are we to get our target market to learn who we are and why we are the best? Bang! has given me the one big idea and strategy. I don't have a \$5 million dollar budget - and that's okay - as the authors note "think like a pauper" when working on your ideas. We're not paupers but with the insights gained from this, practical, fun and easy read, we'll soon get our name known as the best the industry has to offer.

The founders of one of today's hottest, most innovative advertising agencies explain how to ignite the kind of marketing explosions that will capture customers' attention. Linda Kaplan Thaler, the CEO and Chief Creative Officer of the Kaplan Thaler Group, is the brains behind a host of memorable and highly successful ads, from the irresistibly sentimental "Kodak moment" campaign to Herbal Essences' "totally organic experience" to, most recently, the irrepressible AFLAC duck. In Bang!, Kaplan Thaler and Robin Koval of the Kaplan Thaler Group, currently ranked as the fastest-growing ad agency in the country, offer the kind of out-of-the-box thinking and proven strategies that marketers anywhere can use to create loud, clear, attention-grabbing messages about their products and services. Presenting an arsenal of "big bang" ideas, the authors discuss how to create a memorable publicity hook and how to design attention-grabbing packaging that taps into consumers' innermost desires. They interweave entertaining accounts of their successes and failures, as well as those of other companies to suggest specific ways to establish an atmosphere conducive to innovative breakthroughs--why having "enough" time to work on a project can be a disadvantage, and why having a small staff in a cramped space is often the best way to come up with big ideas. Full of colorful anecdotes and inspiring accounts of campaigns that have catapulted revenues and increased market shares, Bang! shows how to create a marketing campaign that rises above the banal barrage of commercials to create a genuine marketing explosion. From the Hardcover edition.

From Publishers Weekly
Thaler and Koval, the CEO and vice-president respectively of the Kaplan Thaler Group advertising agency (KTG), share the secrets of their marketing success. In business for six years, KTG has created advertising campaigns based on a philosophy of the big bang, defined here as a strategy designed to make a brand explode onto the marketplace virtually overnight. Although the authors' advice is targeted primarily toward businesses and other publicists, the glitzy anecdotal writing is witty and informative enough to appeal to those interested in advertising and popular culture. Drawing on many specific examples of their accomplishments, Thaler and Koval describe just how the creative process is triggered by innovative thinking. The AFLAC insurance company, for example, was turned into a household name when a member of the KTG team realized that AFLAC sounded like the quack of a duck. The AFLAC duck raised the company's profile from zero to instantly recognizable. According to Thaler and Koval, big bangs are achieved in an atmosphere where rules are ignored, organization is compressed, chaos is embraced and intuitive thinking is encouraged. In addition to useful tips, the authors also highlight pitfalls that can derail a potential big bang, such as failing to rehearse presentations or neglecting to do appropriate homework on the company being wooed. Copyright 2003 Reed Business Information, Inc. Acclaim for Bang!" This top-notch book... is as much about creating an atmosphere that fosters creativity as it is about memorable marketing." —Fast Company "Bright, breezy, but deadly serious guide to creating a buzz—and a bang." —Miami Herald "Linda Kaplan Thaler and Robin Koval get it from every angle. This book is full of extraordinary insight on effective message delivery." —Gordon Bethune, Chairman and CEO, Continental Airlines "The AFLAC duck campaign that Linda and Robin's agency created ... dramatically increased our brand awareness. Today nine out of ten people recognize the AFLAC name." —Daniel P. Amos, Chairman and CEO, AFLAC Incorporated

From the Trade Paperback edition. From the Inside Flap
The founders of one of today's hottest, most innovative advertising agencies explain how to ignite the kind of marketing explosions that will capture customers' attention. Linda Kaplan Thaler, the CEO and Chief Creative Officer of the Kaplan Thaler Group, is the brains behind a host of memorable and highly successful ads, from the irresistibly sentimental "Kodak moment" campaign to Herbal Essences' "totally organic experience" to, most recently, the irrepressible AFLAC duck. In Bang!, Kaplan Thaler and Robin Koval of the Kaplan Thaler Group, currently ranked as the fastest-growing ad agency in the country, offer the kind of out-of-the-box thinking and proven strategies that marketers anywhere can use to create loud, clear, attention-grabbing messages about their products and services. Presenting an arsenal of "big bang" ideas, the authors discuss how to create a memorable publicity hook and how to design attention-grabbing packaging that taps into consumers' innermost desires. They interweave entertaining accounts of their successes and failures, as well as those of other companies to suggest specific ways to establish an atmosphere conducive to innovative

breakthroughs--why having "enough" time to work on a project can be a disadvantage, and why having a small staff in a cramped space is often the best way to come up with big ideas. Full of colorful anecdotes and inspiring accounts of campaigns that have catapulted revenues and increased market shares, Bang! shows how to create a marketing campaign that rises above the banal barrage of commercials to create a genuine marketing explosion.