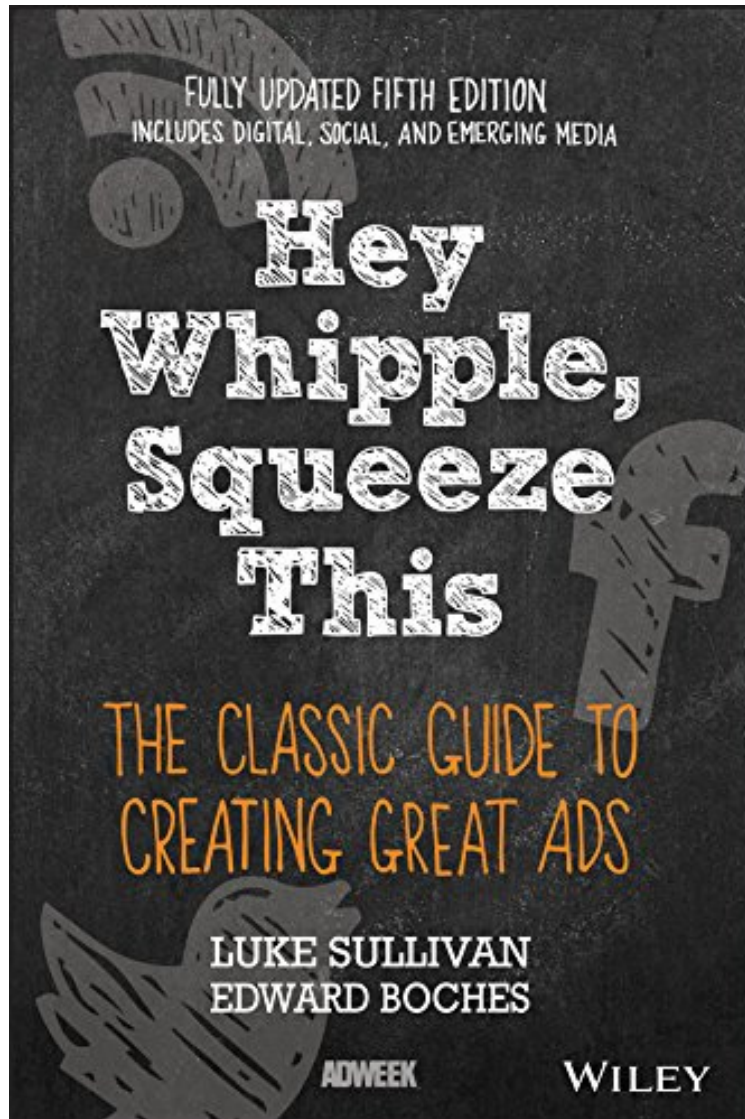


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Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads

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The classic guide to creating great advertising now covers all media: Digital, Social, and Traditional Hey Whipple, Squeeze This has helped generations of young creatives make their mark in the field. From starting out and getting work, to building successful campaigns, you gain a real-world perspective on what it means to be great in a fast-moving, sometimes harsh industry. You'll learn how to tell brand stories and create brand experiences online and in traditional media outlets, and you'll learn more about the value of authenticity, simplicity, storytelling, and conflict. Advertising is in the midst of a massive upheaval, and while creativity is still king, it's not nearly enough. This book is an essential resource for advertising professionals who need up-to-date digital skills to reach the modern consumer. Turn great ideas into successful campaigns Work effectively in all media channels Avoid the kill shots that will sink any campaign Protect your work Succeed without selling out Today's consumer has seen it all, and they're less likely than ever to even notice your masterpiece of art and copy, let alone internalize it. Your job is to craft a piece that rises out of the noise to make an impact. Hey Whipple, Squeeze This provides the knowledge to create impressive, compelling work.

"The writing is very informal and easy to understand. The authors' wit and humor are also on display. Anyone interested in learning how to write copy for advertisements should read this book." (Choice Connect 2016) From the Back Cover UPDATED FIFTH EDITION OF THE BEST-SELLING GUIDE NOW COVERS ALL MEDIA: DIGITAL, SOCIAL, AND TRADITIONAL This is the nearly all-new fifth edition of Luke Sullivan's classic guide to advertising. With assistance from ad veteran and digital expert Edward Boches, this edition is updated to thoroughly cover and explore the new age of advertising. As the authoritative book on advertising in both digital and traditional media, it includes examples, best practices, and how-to advice on everything from social media to mobile, TV, experiential advertising, as well as traditional print media. Part how-to and part expose, Hey Whipple, Squeeze This is the insider's guide to coming up with great ideas as well as an unapologetic send-up of all that's heavy-handed, dim-witted, and ineffectual in the industry. Praise for Hey Whipple, Squeeze This "Luke and Edward will inspire you to create ideas fit for today's digital world and help an entire industry make less spam." —Gareth Kay, Cofounder of Chapter SF "Classic must-read Sullivan mixed with innovation master Boches make the perfect duo. This is the book that will help guide new talent to great career starts. Required reading for a new era." —Deborah Morrison, Carolyn Chambers Distinguished Professor of Advertising, University of Oregon "Luke Sullivan writes a perfect lesson in advertising for newcomers and a familiar and laughably painful reminiscence for those of us entrenched in this noble and often crazy profession." —Lee Clow, Chairman and Global Director, TBWA Worldwide Additional material on heywhipple.com About the Author