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



Synopsis

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.

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Customer Reviews

Lee Clow endorses this book on the back cover. I can't say anything that eclipses that. If you don't know who Lee Clow is- you probably shouldn't be in advertising, but, that's OK- after you read this book- you should be fully prepared- and know who Lee Clow is. If you are in advertising, or in school learning about advertising, or a feckless client trying to learn how to advertise- buy this book. Full disclaimer, my name is in the fifth edition- and I host and tweaked the website [...] for Luke, so he's

a client, and he pays me- but, I'd recommend the book anyway. I did for the first 4 editions- and no money changed hands. How good is this book? If my college professor had me read this instead of the shitty textbook put out by some PhD- I'd have been winning awards and making my clients money so much faster. But, unfortunately, I had to wait years for Luke to graduate from being in "The Copywriters Bible" to actually writing it...at least the book I make every one in my small agency read as terms of their employment. I don't only insist employees read it, that goes for interns as well. And after years of asking clients to read it too- I finally had one read it- and felt like I was working on an account destined for a new level of greatness- because, well, a real understanding of the craft and science of advertising sure helps the creative process along. I've read each edition. This one, with the additional chapters from Edward Boches, once again succeeds in explaining everything you need to know in order to create the 5% of advertising that matters- that engages, entertains, sells- as opposed to the 95% that was created for the TiVo skip button or adblockers on your browser. While this book won't turn you into Lee Clow, Luke Sullivan, Alex Bogusky, Dan Wieden, David Droga or even me- it will help you know what good advertising is and how some of the greats have made it. And, you'll enjoy reading it- because Luke writes good ;-)

This book has been rightly, for some time, the most practical guide to making ads. And the 5th edition is the best yet thanks to a brilliant section from Edward Boches on how digital is transforming creativity. Rather than the usual myopic view of digital as a channel, Edward looks at how digital is transforming the nature of business and therefore transforming how creative companies need to think and what they make. Highly readable and highly recommended.

Significant update to an already much appreciated book. The new chapters covering how the world of digital fits into the existing framework are excellent and a significant reason to upgrade from the 4th edition as I did. I can now say with confidence - if in marketing, advertising, or related fields - buy this book. It's the foundational text on areas of creative development including work in the online realm. Don't go for earlier editions; this is enough of a difference that it should be 5th edition only.

Simply put, this is the most important book on advertising you will ever read. (I owned the first edition way back in the late 90s and it was so good that somebody stole it.) So much has been updated in this fifth edition that I consider it a sequel/reboot, but in a very good way. It's essential to those working on either the creative or account side of the biz, and written in Human English instead of Buzzspeak so you can actually get something out of what you're reading. • Hey, Whipple •

is truthfully a trade triumph. If you work in advertising, you need this book (but please, buy a copy rather than steal one).

I love this book. The way it's written feels like you're having a casual conversation. It's very easy to understand and informative. I'm glad I went with the paperback over the eBook; it looks great on my desk and I know I'll be referring back to it for a long time.

I didn't think this classic book on how to concept, create and execute advertising could get any better. What Edward Boches added to Sullivan's brilliantly thought out how-to was something I thought would be almost impossible: to guide, illuminate and understand today's incredibly complex and ever changing digital world and capture it between the covers of a book. I would recommend this for anyone wanting to enter the field of advertising and marketing. I would especially recommend it for anyone who's been in the field for years and wants to catch up.

So inspiring. These days, too many agencies rely on luck to produce good advertising to their clients. But the creative process requires knowledge and know-how. This very book gives clear insights on these two points. Must read.

This new book is the owners manual for operating in the modern digital and social advertising world. It's the best one yet. I highly recommend this for anyone new to the advertising industry and also to agency people looking to stay current - which should be pretty much everyone.

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