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Epica 23

Epica 23: Europe's Best Advertising

The Epica Awards are the most prestigious creative awards in Europe, established in order to foster the highest standards of creativity from advertising agencies, film production companies, media consultancies and photographers.

Epica 23 brings together images from all the winners of the 09/10 Epica Awards, featuring more than 950 commercials, print ads, publications, internet sites, direct marketing operations, packaging design projects, and integrated campaigns. It is an essential source of information for all those interested in contemporary European creative trends.

This unique record is conveniently arranged by product category with creative credits and brief translations where necessary.

Key features

Brings together images from all the winners of the most prestigious creative awards in Europe.

The only reference annual on European advertising covering all types of media.

Features all gold, silver and bronze Epica Award winners, together with a good selection of other high-scoring entries.

Over 1000 high-quality color images.

Readership

Annual

Epica 23: Europe's Best Advertising showcases a vast array of award-winning contemporary advertising. It is a key text for all creative people working in the advertising industry. It is also of interest to advertisers, media planners and visual arts students worldwide.



NEW!



The Fundamentals of Creative Advertising Ken Burtenshaw, Nik Mahon and Caroline Barfoot

Key features

Introduces students to the key elements of the advertising industry.

Contains detailed discussions of campaign strategy, creative briefing, media selection and reaching a creative solution.

A step-by-step guide to the creative process. Explains how advertising agencies plan, generate and produce advertising campaigns.

Avoids an overly textual approach with lively and engaging visuals designed to appeal to creative students.

Emphasizes the working practice of the modern advertising agency as well as the conceptual and creative side.

Includes professional interviews, student exercises and checklists to encourage a practical application of theory.

Readership

Introductory

The discipline-specific titles in our Fundamentals range are aimed at students embarking on further education and offer a thorough grounding in the subject.

This book provides students with an understanding of basic advertising principles before examining specific key areas in greater detail.

Ken Burtenshaw has extensive experience as a senior art director in the advertising business. He has run the BA Advertising course at Southampton Solent University, UK since 2001.

Nik Mahon is a senior lecturer in advertising at Southampton Solent University, UK. Nik has worked with a number of advertising agencies in the UK and overseas as an art director and creative director.

Caroline Barfoot has over 20 years' experience of media and marketing communications in account management and planning. Caroline lectures on advertising strategy, market research and the advertising industry at Southampton Solent University, UK.



! Gives excellent insight into the essential aspects of advertising as a medium. Gives students an insight into professional application of the theory covered on the course. Kate Sillitoe / Chester University / UK

! This is an excellent working introduction to advertising – having shown students the book, several have already purchased it. Truro College / UK

! Makes advertising fun. Good examples of edgy work. The overall layout of the book is great. Adam Schwartz / California State University / USA

Basics Advertising

01 Copywriting
Rob Bowdery
02 Art Direction
Nik Mahon

The Basics Advertising series explores key areas of advertising through a range of case studies juxtaposed with key advertising 'basics'. All books in this series contain numerous visual examples, which show the variety of work that advertisers are involved in, plus accompanying explanatory text to help the reader understand why some ads work so well. There are practical exercises as well as tips and guidance on how to generate ideas and think creatively, enabling the reader to fully understand the work being discussed.

Key features

Each title provides students with an in-depth discussion of a key area of advertising.

Includes practical student exercises and case studies taken from the best of contemporary advertising.

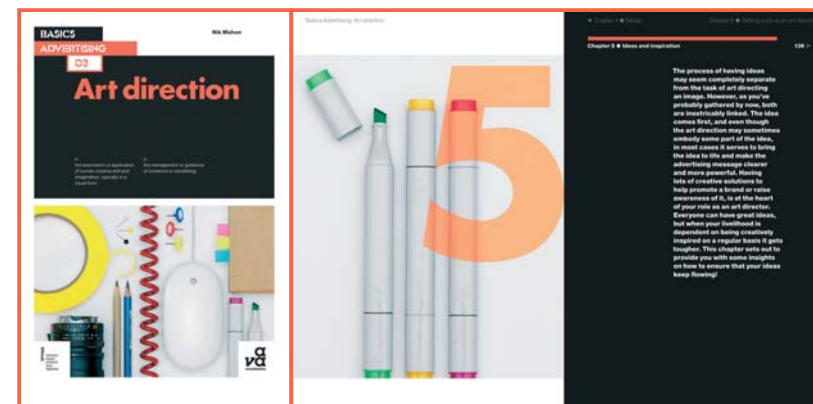
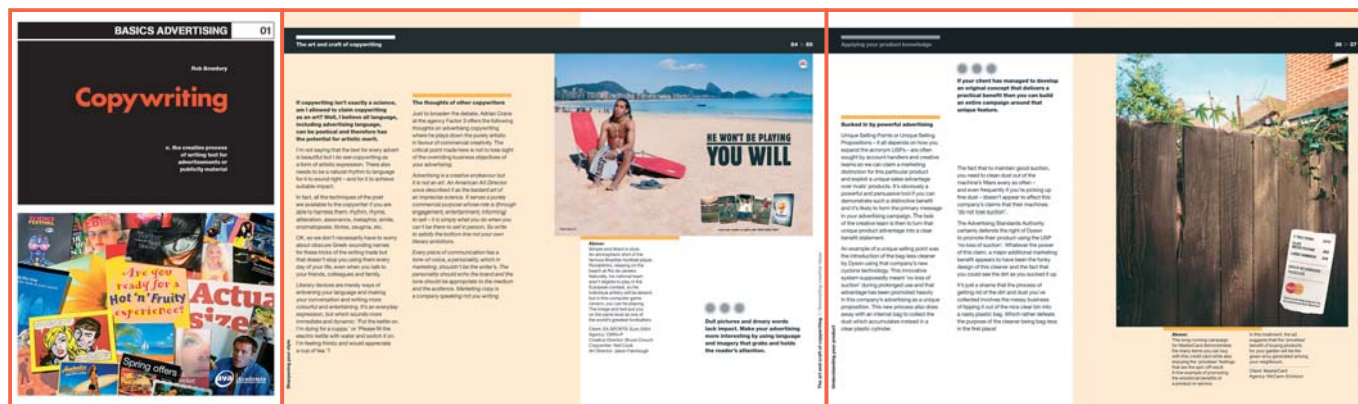
Presented in a visually stimulating style, designed to appeal to students of the creative arts.

Readership

Intermediate

Our Basics books provide readers with an in-depth exploration of each of the topics introduced in the Fundamentals titles. These books offer both a theoretical and practical approach, supported by examples and exercises.

Individual titles can form the basis of specific advertising modules, while the series as a whole functions as a comprehensive reference tool, and can be called upon at any stage of a student's education.



Basics Advertising: Copywriting

- ! A must for all advertising and marketing students – not just for aspiring copywriters. Ronni Curtis / South Africa
- ! Solid in introducing students to broad concepts. Good use of examples in the text. Cameron Jenyns / RMIT University / Australia
- ! Excellent, comprehensive text. Very revealing and useful. This book will appear on our new reading list. Tim Bones / West Kent College / UK

NEW!



Required Reading Range Module Reader

Kiss & Sell: Writing for Advertising Robert Sawyer

Robert Sawyer worked as a copywriter, copy supervisor and creative director for over 20 years, creating advertising for global companies such as Saatchi and Saatchi. He now consults as a strategist for design firms in New York and is also a published poet and playwright.

Kiss & Sell: Writing for Advertising is an exploration of all aspects of copywriting. This book discusses various subjects and media, from print and broadcast to interactive media, as well as tactics and strategies employed by copywriters. The text is supported by insightful interviews with leading practitioners and a wide variety of some of the most successful advertising copy ever produced. *Kiss & Sell* provides students with a clear understanding of the various dynamics at work in effective copywriting.

Key features

An exhaustive discussion of the copywriting process. Educates students in the value of good copywriting.

Discusses the different media, subjects and styles available to the copywriter.

Provides ideas and inspiration as to the most appropriate approach to copywriting.

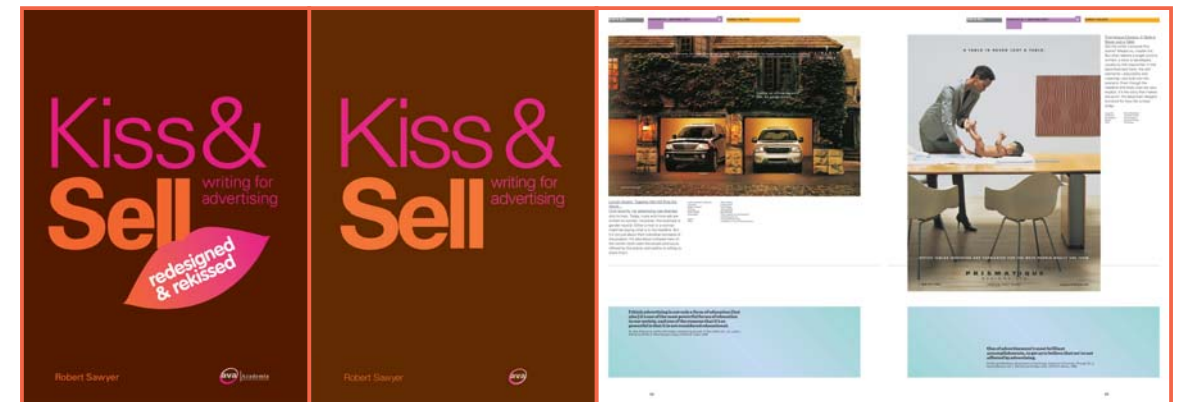
Includes a wide range of illustrative examples, and contributions from leading copywriters.

Readership

Required Reading Range Module Reader

These titles are designed to support specialized modules of degree courses and provide a platform for further exploration of the subject matter.

This title represents a comprehensive overview of a specific area of advertising. As such it is an ideal core text for copywriting modules, as part of a larger advertising degree.



! An insight into the contemporary field of copywriting and advertising.
Well considered and excellently compiled. Christopher Morris / Salford University / UK

! An excellent book, which I have already used extensively. Newcastle College / UK

Robert Sawyer copywriter / consultant / writer



Robert Sawyer is the author of *Kiss & Sell: Writing for Advertising* (see page 13). He has enjoyed a successful career as a copywriter, creative director and consultant.

What is the key point that you want students to take away from reading *Kiss & Sell*?

The central point of the book is that copywriting is a craft that is honed and sharpened with practice. There is no good or bad copy; there is only effective or ineffective copy. Our task as copywriters is to use our craft to sell products, goods, and services and, increasingly, ideas. We make our clients' messages compelling. As for creativity, it is a value generally applied by others, after the fact.

How do you feel the industry contributions add to the text?

The industry examples were selected to demonstrate that there is no one voice, one style, one technique that is effective in the real world. The work shows how different brands utilize different verbal tones and manner to persuade those who require persuasion, or to assure those who need to be reassured, that the brand's message is relevant to them.

What was your motivation for writing *Kiss & Sell* and how do you anticipate it will help students?

Students will be introduced to the notion that copy is a craft and not an art. That it has a specific obligation: to advance the interests of one's clients. The book shows good copy can be poetic, or badly written; it can even torture the language, but it cannot be ignored. Ignored copy is 'bad' copy. I anticipate *Kiss & Sell* will free students from the oppressive notion that one must be 'gifted' to master the craft and enjoy a rewarding, if not spectacular, career.

How, in your opinion, does the book reflect current advertising practice?

Although my book focuses on print, offering only a few examples of interactive work, the basic premise remains intact, regardless of media. As advertising increasingly goes off the page and on to a variety of screens, as the presence of social networking grows more immersive, the craft of copywriting remains invaluable, because in the end, good copywriting begins with good ideas; and ideas remain at the heart of our business – technology is only an execution.

How do you see advertising education progressing?

The role of education is to ensure that students understand how people assimilate, relate to, and act on information. They should be taught to understand that the primacy of context doesn't change although the usages of technology do. Saying this, educators are obliged to focus on the craft of copywriting and the uses of verbal skills because in the end, the best ideas communicated clearly will win, regardless of the media.

What does *Kiss & Sell* offer today's advertising students?

Kiss & Sell offers students a reality check. As people are increasingly seduced or distracted by the media that deliver a message, the book reminds them it is well chosen words – from traditional narratives to rock and roll lyrics – that persuade. *Kiss & Sell* shows that even if all a consumer sees is a face, or a shoe, that image will trigger a cascade of words. The book also reminds students that consumers express their desires in words; express their joys and disappointments in words. And, even if the ultimate execution is communicated in grunts and glyphs, the copywriter had to first sell the concept with words.