

# Advertising is Dead



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The first overview of the revolutionary advertising techniques and media needed to successfully reach today's consumer.

Twenty years ago an advertiser could reach eighty percent of the American population with just three television commercials. Today it takes 150. Advertising is suffering because of the sheer amount of it, the lack of innovation within traditional advertising

formats, and the power that media fragmentation and technology give to consumers to tune out the noise.

The new buzzwords are guerrilla, stealth, ambush, buzz, viral, grassroots, wildfire, and ambient. This book is the first to harness them into an integrated communications approach, as Tom Himpe explains and illustrates:

- the four driving forces for getting close to the consumer: be personal; go where the competition isn't; make the brand invisible; be unpredictable;
- the eight techniques<sup>1</sup> from consumer involvement to harnessing the power of the senses<sup>1</sup> for employing these driving forces, illustrated with campaigns from across the world;
- the four types of campaign that make use of this new knowledge. 435 color illustrations.

作者介绍:

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评论

不少Ambient的好广告

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