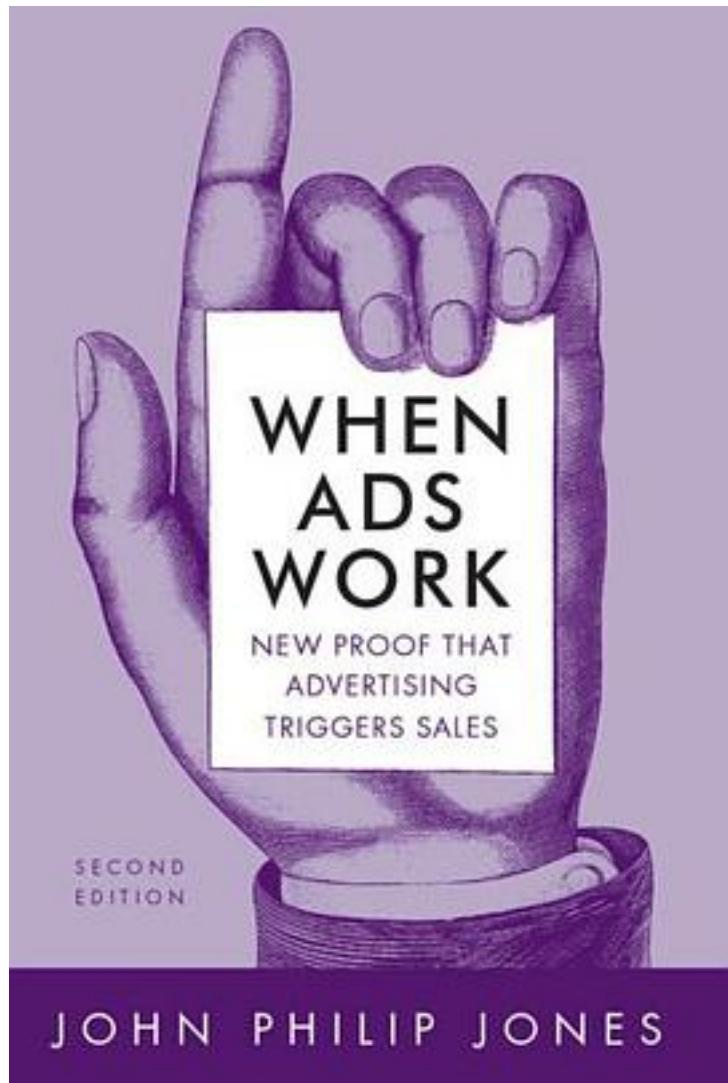


# When Ads Work



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The "accepted wisdom" in advertising is that ad campaigns are good for building brand recognition and good will, but not for immediate sales impact. When Ads Work argues the opposite - that well-planned and well-executed advertising campaigns can and should have an immediate impact on sales.

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