

Create, Connect, Convince



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create connect convince is written industry veteran Jorg Dietzel who has worked in advertising for close to two decades, half of which was spent in Asia.

Jorg has distilled his years of experience into this essential primer that covers all aspects of an exciting but complex business. The book follows the sequence of developing an advertising campaign from start to end-looking at both old and new ways of communicating as well as the processes, ideas and technicalities involved in media and production. It gives perspectives from both the client and agency sides and provides a practical understanding of what creatives do, with special emphasis on Asia-wide work.

Written for everyone interested in a career in advertising as well as industry practitioners who want an insight into the Asian market,

create connect convince includes:

- * ten case studies of international campaigns for leading brands in Asia;
- * tips and advice from respected and well-known agency practitioners; and
- * illustrations of a whole cast of quirky characters from a fictional Beijing agency who, in their quest to advertise “Happy Jelly” illustrate that working in communications can - despite the long hours, low pay and human drama - be a lot of fun!

作者介绍:

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