

# Ads to Icons



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The second edition of Ads to Icons examines current and future trends in advertising.

Through 50 international case studies of new and iconic advertising campaigns, author Paul Springer identifies why these campaigns were successful and analyzes their contribution to the continued development of advertising.

New digital formats analyzed include Google's AdSense and AdWords, which reworked their search facility as a revenue-generating advertising service. This updated new edition includes an online campaign entitled Non Stop Fernando which exploits the potential of online film. It also features the new Nike+ case study, which details Nike's third party association with Apple iPod through Nike+ and brought together Apple's digital know-how and music expertise with Nike's industry sector experience.

The author shows how traditional media have been revitalized by the adoption of revolutionary approaches to their use, making the resulting ads more creative and impactful than before. Other campaigns have extended beyond conventional formats, including a text messaging campaign for Cadbury chocolate and Levi's campaign involving Flat Eric, a character used to drive viral communication before the television commercials aired.

Finally, Springer discusses the impact of current advertising trends on the structure of agencies and job functions, illustrated by profiles of industry professionals. Reviews of the first edition:

"[A]n in-depth, well-written theoretical discussion.... This is a marvelous handbook for dealing with the rapidly changing and expanding world of advertising.... Highly recommended." - Choice

"[A] catalogue of great ideas upon which professionals and students can build." - Book News

"[O]ne of the book's strengths is its international scope with cases from Malaysia, Russia, South America and other places that don't pop up often on the North American ad radar.... Ads to Icons is a book that will find its place on the bookshelves across all agency departments." - Advertising Lab

"The first specific guide to modern media advertising which analyzes in depth how the industry has developed these new approaches.... [A] solid reference." - Midwest Book Review

"Springer has done a terrific job of capturing the behind-the-campaign thinking of the work that has captivated the ad industry in the last few years." - AdPulp.com

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