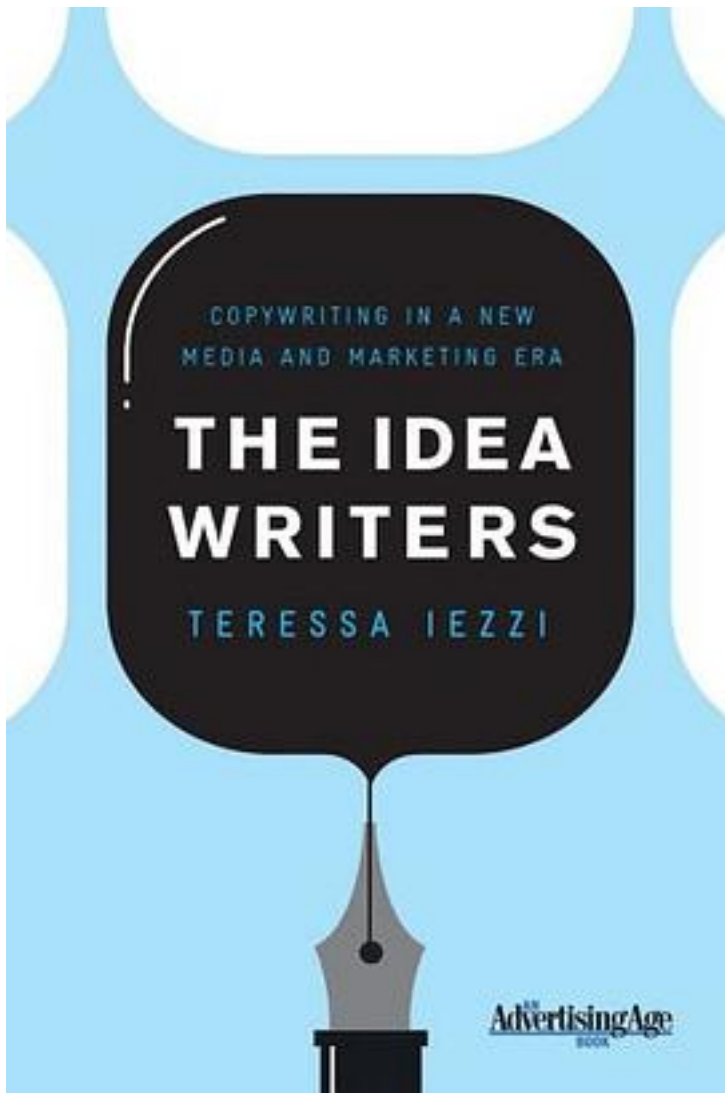


The Idea Writers



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A memorable slogan has been the cornerstone of every great ad campaign. In the past, writing one great headline could launch a career. But today's advertising campaigns have become more complicated with so many media platforms to write for--print, television, internet search, online, and cell phones. How do you write a great headline with perfect copy for so many outlets? *Beyond Words* guides both new and experienced copywriters through the process of creating compelling messages that sell. Vagnoni, an industry expert, shows readers what it's like to work in the fast-paced world of an agency while providing practical advice such as how do you sell your ideas; how to work within a creative team. He also details the creative processes of award-winning multimedia ad campaigns such as Nike's "Battlegrounds" series of reality programs, E-Trade Financial's "Talking Baby" campaign, and Microsoft's "Halo 3" campaign.

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书评

Because this is a book about copywriting on the Internet,it inevitably involves huge volume of shifts from a world where the Internet was not popular enough to an age when social media catches on.Even though the contents are,in many cases,not what I am expe...

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