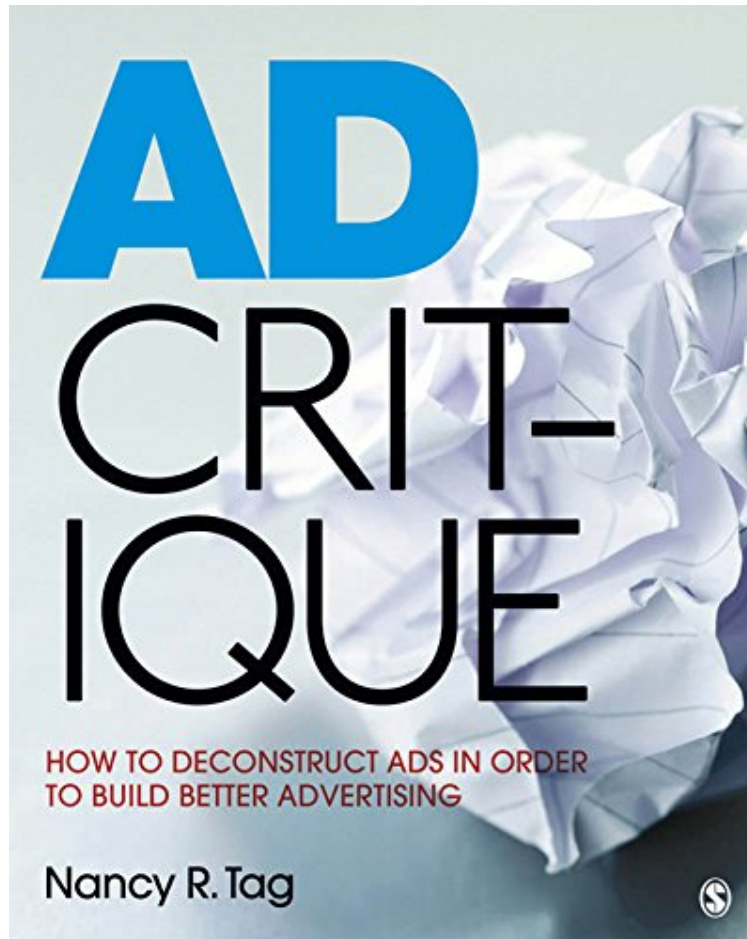


Ad Critique: How to Deconstruct Ads in Order to Build Better Advertising

Nancy R. Tag

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Nancy R. Tag : Ad Critique: How to Deconstruct Ads in Order to Build Better Advertising before purchasing it in order to gauge whether or not it would be worth my time, and all praised Ad Critique: How to Deconstruct Ads in Order to Build Better Advertising:

1 of 3 people found the following review helpful. boring. But i had to read it for class By Scott Louis Utterly, boring. But i had to read it for class. 1 of 2 people found the following review helpful. An Excellent Overview of the Advertising Industry By J. Ilog A well written book, explaining the need to critique ads, the vocabulary of advertising, 10 errors that can occur when creating ads, and a bill of rights for both the ad agency's creative team and the client itself. It even discusses the success of the "Got Milk" Absolut Vodka campaigns and uses ads from the Altoids campaign to serve as a critique. On page 139, the author states "The ultimate goal of Ad Critique is to help create a more collaborative and productive work environment where the creative product is not just respected but understood... To achieve this goal, the first half of the book identified critique as a misunderstood but essential skill set

for everyone and offered up lessons on acquiring these skills."She also states the reasons why print ads are "...simply the best teaching tool for understanding the basic elements of advertising, the creative process and skills of the critique. Here's why.1)Print is the Conceptual Bedrock of Advertising2)Print is Touchable and Intimate3)Print has the Power to stop and Hold a Gaze4)Print is Pure: It Doesn't Dance or Sing--Except in Your Mind"I enjoyed her writing style, as she really seemed to gear it toward the reader.Definitely worth reading to better understand the advertising side of the business world.0 of 0 people found the following review helpful. Where was this amazing book when I started in the business?!"By J. BloomThis book is a gem. A Rosetta Stone for creatives, account folks, planners, brand managers and students. It's a necessary book. So useful, I can't imagine why it wasn't written before. It talks about what makes great advertising great, and bad advertising suck. And it gives you the tools so you can assertively judge work and express your opinion in a clear, CONSTRUCTIVE way.I've given it to friends across all agency departments. I've given it to clients. I've assigned it to students. I'm recommending it without hesitation. And selfishly-- because if you read it, and we end up working together...my life will be much easier.

Ad Critique teaches advertising, marketing, and management students--both the "suits" and the "creatives"--how to effectively judge and critique creativity in advertising. This textbook is an instruction manual; a facilitator of dialogue; a companion piece to classroom content. Its lessons result in actual skills that enable students to look at the creative product and embolden them to say something constructive and worthwhile.

About the AuthorNancy R. Tag (M.A., The New School; B.A., University of Pennsylvania) is an Assistant Professor of Advertising and PR and Deputy Chair of the Media Communication Arts Department at The City College of New York. She has been a Creative Director at various advertising agencies throughout New York City where she's overseen a distinguished roster of clients which include ING Financial Services, Procter Gamble, The Waldorf-Astoria, Shiseido Cosmetics, Seiko, Canon, and Aruba Tourism. In addition to winning numerous industry awards, two of her television commercials have been inducted into the permanent collection on advertising at the Museum of Modern Art in New York City. Before coming to City College, Tag taught advertising to potential copywriters, art directors, and design managers at Parsons School of Design where she twice received the Henry Wolf Award for Teaching Excellence. She's also taught in the Baker School of Business and Technology College at Fashion Institute of Technology. In 2007, she was the recipient of a City College of New York Presidential Junior Faculty Leadership Service Award as well as a Colin Powell Fellowship.