



# Strategic Thinking for Advertising Creatives

*Alice Kavounas Taylor*

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## **Strategic Thinking for Advertising Creatives** Alice Kavounas Taylor

Strategic thinking is central to creating a successful advertising campaign, yet it is rarely taught systematically. This book enables advertising creatives to formulate a clear brief and to think strategically.

Structured according to the 11 essential elements of a classic advertising brief, it offers a simple, clear, universal template against which the student or young creative can map his or her current project, and learn to understand the key elements that make up a strong brief. At the end of each chapter, the reader uses the knowledge they have just gained on a hypothetical project, so that by the end of the book, they have employed each of the 11 essential elements and formed their own creative brief.

Featuring international examples of current and classic campaigns, *Strategic Thinking for Advertising Creatives*

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