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Creative advertising campaigns are proven to be more effective at getting results. Author James Hurman, among others, has researched three decades of ad campaigns and found that when executed effectively, creative ad campaigns deliver an ROI that's as much as eleven times higher than non-creative campaigns.

Creative Advertising: The Importance of Creativity in ...

Creative advertising is a term in modern marketing, consisting of two concepts ... Advertising: These are various forms of dissemination of non-personalized information with the use of any means and techniques aimed at increasing the attracted interest in a particular object, as well as maintaining attention from the target audience.

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Each chapter highlights different practical methods for creating innovative and unforgettable ads, with award-winning work from some of the most influential names in the industry. This second edition includes a completely revised and updated introductory chapter plus dozens of new examples that demonstrate a fascinating range of approaches.

Creative Advertising / Edition 2 by Mario Pricken ...

Advertising Creative, Fifth Edition continues to weave discussions about digital messaging through every chapter. Yet, the underlying theme is still about one thing that never changes—the need for fresh concepts and big ideas in pursuit of the One Thing. This edition introduces a new co-author, Marcel Jennings, who brings a fresh perspective from his background as a copywriter and creative director, as well as teaching at Virginia Commonwealth University.

Advertising Creative: Strategy, Copy, and Design / Edition ...

1. Humanity in creative digital advertising trends. We live in a time flush with technology, and we are in a perpetual effort to keep up. Truly creative digital advertising trends also have to keep pace. In fact, you could argue that the definition of creative advertising is to stay a step ahead of the pace.

The Best Creative Digital Advertising Trends for 2020

New Edition will reunite for DJ Cassidy's next "Pass the Mic" virtual event. We hear Cassidy is bringing together all six members — including Bobby Brown — for his DJ set on Tuesday.

New Edition to reunite for DJ Cassidy's 'Pass the Mic'

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