



Truth, Lies, and Advertising: The Art of Account Planning

By Jon Steel

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Truth, Lies, and Advertising: The Art of Account Planning By Jon Steel

"Account planning exists for the sole purpose of creating advertising that truly connects with consumers. While many in the industry are still dissecting consumer behavior, extrapolating demographic trends, developing complex behavioral models, and measuring Pavlovian salivary responses, Steel advocates an approach to consumer research that is based on simplicity, common sense, and creativity--an approach that gains access to consumers' hearts and minds, develops ongoing relationships with them, and, most important, embraces them as partners in the process of developing and advertising.

A witty, erudite raconteur and teacher, Steel describes how successful account planners work in partnership with clients, consumer, and agency creatives. He criticizes research practices that, far from creating relationships, drive a wedge between agencies and the people they aim to persuade; he suggests new ways of approaching research to cut through the BS and get people to show their true selves; and he shows how the right research, when translated into a motivating and inspiring brief, can be the catalyst for great creative ideas. He draws upon his own experiences and those of colleagues in the United States and abroad to illustrate those points, and includes examples of some of the most successful campaigns in recent years, including Polaroid, Norwegian Cruise Line, Porsche, Isuzu, "got milk?" and others.

The message of this book is that well-thought-out account planning results in better, more effective marketing and advertising for both agencies and clients. And also makes an evening in front of the television easier to bear for the population at large."

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Editorial Review

From the Publisher

Jay Chiat, founder of the prestigious Chiat/Day advertising agency (which created campaigns for the Energizer Bunny and Fruitopia) called it "The best new-business tool ever invented." A newly defined discipline that combines aspects of four traditionally separate areas of advertising and marketing, account planning is one of the hottest topics in advertising today. This book by account planning pioneer Jon Steel provides advertising professionals and marketers with their first practical look at a tool that is reshaping the ad industry.

From the Back Cover

"Jon Steel is one of the great practitioners in advertising today. This book captures the essence of how to understand and connect with other human beings -- not just to sell them something, but to create strong, long-lasting brand connections. **It should be required reading for all planners, creative people, and account people.**" -- Lee Clow, Chairman of TBWA Chiat/Day, Chief Creative Officer, Worldwide

"A very smart, very funny look at what works, what doesn't, and why, in the sometimes maddening, sometimes inspiring business of advertising. **One of the brightest books about the subject in a long, long time.**" -- Geoffrey Frost, Director of Global Advertising, Nike Inc.

"Jon Steel is one of the top five account planners in the world. The depth and breadth of this book reflects his vast personal experience and exceptional talent. **It's not just a great book about account planning, it's a great book about advertising.**"-- Jane Newman, Partner, Director of Strategic Planning, Markley, Newman, Harty

"The beauty of this book is that it discusses the theories and practice of one of the brightest minds in advertising today, yet never loses its irreverent tone. **It's a great book for the advertising industry and a must read for planners.**"-- Rob White, Director of Planning, Fallong McElligott

"... I was glued to Jon's book. Best practice, common sense, and extraordinary intelligence throughout."-- David Wheldon, President, BBDO Europe

"Jon Steel's book is the perfect insight into a discipline that for some time has been misunderstood, misused, and maligned by most agencies and clients in the U.S. So, run it up the flag pole, put it to groups, check it against the norms, the answer is the same -- **Truth, Lies, and Advertising should be read by anyone who has to make or approve advertising.**"-- Rick Boyko, President, Chief Creative Officer, Ogilvy & Mather, New York

About the Author

Jon Steel is Director of Account Planning and Vice Chairman at Goodby, Silverstein & Partners, an advertising agency whose clients include American Isuzu Motors, Anheuser-Busch, the California Milk Processors ("got milk?"), Hewlett-Packard, Nike, Polaroid, and Porsche. Jon began his career in advertising as a 21-year-old account planner with the English agency Boase Massimi Pollitt. By the age of 26, he was appointed to BMP's board of directors. In 1989 he left the United Kingdom to become the first Director of Account Planning at Goodby, Silverstein & Partners in San Francisco. He has been profiled by Adweek as "West Coast Executive of the Year," by Advertising Age as an "Agency Innovator," and by San Francisco

Focus as one of the 100 smartest people in the Bay Area. In 1995, Jon Steel was inducted into the American Advertising Federation's Hall of Achievement for executives under 40.

Users Review

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This Truth, Lies, and Advertising: The Art of Account Planning tend to be reliable for you who want to be a successful person, why. The key reason why of this Truth, Lies, and Advertising: The Art of Account Planning can be on the list of great books you must have will be giving you more than just simple reading through food but feed you actually with information that probably will shock your prior knowledge. This book is handy, you can bring it everywhere and whenever your conditions in e-book and printed types. Beside that this Truth, Lies, and Advertising: The Art of Account Planning giving you an enormous of experience including rich vocabulary, giving you test of critical thinking that could it useful in your day pastime. So , let's have it and luxuriate in reading.

Mary Hopkins:

Precisely why? Because this Truth, Lies, and Advertising: The Art of Account Planning is an unordinary book that the inside of the reserve waiting for you to snap the item but latter it will distress you with the secret it inside. Reading this book alongside it was fantastic author who write the book in such amazing way makes the content interior easier to understand, entertaining method but still convey the meaning thoroughly. So , it is good for you for not hesitating having this nowadays or you going to regret it. This unique book will give you a lot of positive aspects than the other book have such as help improving your proficiency and your critical thinking approach. So , still want to delay having that book? If I had been you I will go to the publication store hurriedly.

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