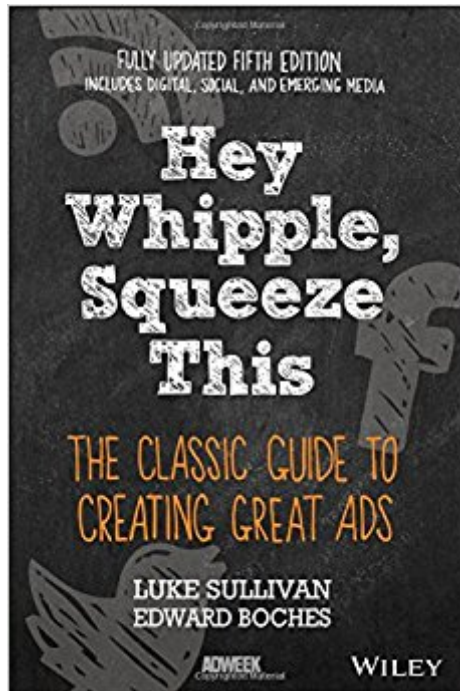




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# Hey, Whipple, Squeeze This: The Classic Guide To Creating Great Ads



## Synopsis

The classic guide to creating great advertising now covers all media: Digital, Social, and Traditional. Hey Whipple, Squeeze This™ has helped generations of young creatives make their mark in the field. From starting out and getting work, to building successful campaigns, you gain a real-world perspective on what it means to be great in a fast-moving, sometimes harsh industry. You'll learn how to tell brand stories and create brand experiences online and in traditional media outlets, and you'll learn more about the value of authenticity, simplicity, storytelling, and conflict. Advertising is in the midst of a massive upheaval, and while creativity is still king, it's not nearly enough. This book is an essential resource for advertising professionals who need up-to-date digital skills to reach the modern consumer. Turn great ideas into successful campaigns. Work effectively in all media channels. Avoid the kill shots that will sink any campaign. Protect your work. Succeed without selling out. Today's consumer has seen it all, and they're less likely than ever to even notice your masterpiece of art and copy, let alone internalize it. Your job is to craft a piece that rises out of the noise to make an impact. Hey Whipple, Squeeze This provides the knowledge to create impressive, compelling work.

## Book Information

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## Customer Reviews

"The writing is very informal and easy to understand. The authors' wit and humor are also on display. Anyone interested in learning how to write copy for advertisements should read this book." (Choice Connect 2016)

UPDATED FIFTH EDITION OF THE BEST-SELLING GUIDE NOW COVERS ALL MEDIA:

**DIGITAL, SOCIAL, AND TRADITIONAL** This is the nearly all-new fifth edition of Luke Sullivan's classic guide to advertising. With assistance from ad veteran and digital expert Edward Boches, this edition is updated to thoroughly cover and explore the new age of advertising. As the authoritative book on advertising in both digital and traditional media, it includes examples, best practices, and how-to advice on everything from social media to mobile, TV, experiential advertising, as well as traditional print media. Part how-to and part exposé, Hey Whipple, Squeeze This is the insider's guide to coming up with great ideas as well as an unapologetic send-up of all that's heavy-handed, dim-witted, and ineffectual in the industry. Praise for Hey Whipple, Squeeze This "Luke and Edward will inspire you to create ideas fit for today's digital world and help an entire industry make less spam." —Gareth Kay, Cofounder of Chapter SF "Classic must-read Sullivan mixed with innovation master Boches make the perfect duo. This is the book that will help guide new talent to great career starts. Required reading for a new era." —Deborah Morrison, Carolyn Chambers Distinguished Professor of Advertising, University of Oregon "Luke Sullivan writes a perfect lesson in advertising for newcomers — and a familiar and laughably painful reminiscence for those of us entrenched in this noble and often crazy profession." —Lee Clow, Chairman and Global Director, TBWA\Worldwide Additional material on heywhipple.com

**SOUND F/X:** Woods, leaves rustling, squirrel barking.**MAN:** The squirrel. Stockpiling nuts in an old hollow oak for the long winter. He doesn't do it because he's passionate about nuts, or oaks, or winter. It's just what he does to survive. Lately I've been feeling a lot like that squirrel. Stockpiling ad concepts, logos and layouts in an old hollow client. Day in, day out, hoping to make it through the winter. It's just what I do. Then the strangest thing happened. One day I went looking for a nut and found 'Hey Whipple, Squeeze This: The Classic Guide to Creating Great Ads' by Luke Sullivan. And I remembered why I got into this business in the first place. Hey squirrel, winter's over.**ANNOUNCER:** 'Hey Whipple, Squeeze This' by Luke Sullivan. Order now at .com and get your nut-gathering mojo back.

Simply put, this is the most important book on advertising you will ever read. (I owned the first edition way back in the late 90s and it was so good that somebody stole it.) So much has been updated in this fifth edition that I consider it a sequel/reboot, but in a very good way. It's essential to those working on either the creative or account side of the biz, and written in Human English instead of Buzzspeak so you can actually get something out of what you're

reading. “Hey, Whipple” is truthfully a trade triumph. If you work in advertising, you need this book (but please, buy a copy rather than steal one).

I didn't think this classic book on how to concept, create and execute advertising could get any better. What Edward Boches added to Sullivan's brilliantly thought out how-to was something I thought would be almost impossible: to guide, illuminate and understand today's incredibly complex and ever changing digital world and capture it between the covers of a book. I would recommend this for anyone wanting to enter the field of advertising and marketing. I would especially recommend it for anyone who's been in the field for years and wants to catch up.

This book has been rightly, for some time, the most practical guide to making ads. And the 5th edition is the best yet thanks to a brilliant section from Edward Boches on how digital is transforming creativity. Rather than the usual myopic view of digital as a channel, Edward looks at how digital is transforming the nature of business and therefore transforming how creative companies need to think and what they make. Highly readable and highly recommended.

Significant update to an already much appreciated book. The new chapters covering how the world of digital fits into the existing framework are excellent and a significant reason to upgrade from the 4th edition as I did. I can now say with confidence - if in marketing, advertising, or related fields - buy this book. It's the foundational text on areas of creative development including work in the online realm. Don't go for earlier editions; this is enough of a difference that it should be 5th edition only.

Required for class, however it is a great book for learning the advertising world. This guy is pretty funny the way he wrote it. definitely recommend for anyone studying advertising or just wants to know about how this field works.

Not only was this book entertaining, it contains fantastic advice for creatives in advertising. I felt better able to tackle projects, and I also appreciated the chapters that acknowledged how difficult things can be in the advertising business. This is one I'll definitely refer back to, and recommend to coworkers.

I think this is the advertising creative bible. It is a great book, informative, helpful and very funny. You can note is written by someone who really loves this business and want you to love it as well;

it's full of advices from how to do great work to how to get a job on it and not to give up once you're there ( if this is what you want). I really recommend this book!! I wish they had a spanish translation so more people here en Mexico could read it.

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