



## 100 Ways to Create a Great Ad

*Tim Collins*

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*100 Ways to Create an Ad* is an accessible introduction to creative advertising techniques. Featuring 100 spreads detailing concepts such as the 'Reveal' and the 'Mash-up', it presents the key methods of devising print, television, radio, direct, and online ideas.

The process of creating an ad can be divided into three steps: planning; concept creation; crafting. This book provides a straightforward guide to concept creation, including methods that are applicable across media and offering wide-ranging examples from international campaigns.

Aimed at agency creatives, planners, and account handlers, as well as graphic designers, marketing professionals, and students, *100 Ways to Create an Ad* has wide-ranging appeal.

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