

Hey Whipple Squeeze This

Richard Earle

Hey, Whipple, Squeeze This Luke Sullivan, Sam Bennett, Edward Boches, 2012-02-13 The classic (and irreverent) bestselling guide to creating great advertising Hey Whipple, Squeeze This has inspired a generation of ad students, copywriters, and young creatives to make their mark in the industry. But students need new guidance to ply their craft now in the digital world. This new fourth edition explains how to bring brand stories into interactive, dynamic places online, in addition to traditional television, radio, print, and outdoor ads. Creativity is still king, but this new edition contains: Important new chapters and updates that bring Whipple into the new digital world New content and examples for how to use social media and other emerging platforms Illustrate what's changing in the new world of advertising—and what isn't Hey Whipple, Squeeze This! will help sharpen your writing chops, unleash your creativity, and help raise the level of your work from hack to master craftsman.

Hey Whipple, Squeeze This Luke Sullivan, 2022-02-23 The new edition of the book readers call the bible for advertising The sixth edition of Hey Whipple, Squeeze This offers a new take on the rapidly evolving industry of creative advertising. Creativity—while critical—is no longer enough to succeed. Updating all the classic creativity training from the first five editions, this updated version now provides the necessary tools to navigate the field's changing technical and social media landscapes. From learning how to tell brand stories to creating content for Instagram, YouTube, and TikTok, Whipple will help sharpen your writing chops, enhance your creativity, and raise the level of your work whether you're new to the business or a practicing professional. In this fully updated edition, you'll explore: How to employ the traditional concepting techniques today's creatives use, as well as new developments in applied creativity and inquiry-based innovation. How to use emerging technologies and the different technical structures of social media platforms to bring brand stories to life. How to go 180° against common sense for ideas that have the potential of becoming viral. How to create the kind of portfolio that will get you a job in the industry.

Hey, Whipple, Squeeze This Luke Sullivan, 2003 A new, revised edition of the classic bestseller In this second edition of the irreverent, celebrated book, master copywriter Luke Sullivan looks at the history of advertising, from the good, to the bad, to the ugly. Updated to include the latest campaigns, this edition also features two extended final chapters, with in-depth prescriptions for building a career in advertising and a real-world look at the day-to-day operations of today's ad

agencies. Among the most disparaged campaigns in advertising history, the Mr. Whipple ads for Charmin toilet paper were also wildly successful. Sullivan explores the Whipple phenomenon, examining why bad ads sometimes work, why great ads fail, and how advertisers can learn to balance creative work with the mandate to sell products. Luke Sullivan (Atlanta, GA) is the Chief Creative Officer at West Wayne, an Atlanta-based agency, and an award-winning copywriter with over twenty years of experience in the business at some of the elite agencies in America-Fallon McElligott and the Martin Agency.

Hey, Whipple, Squeeze This Luke Sullivan, 2008-04-11 In this new edition of the irreverent, celebrated bestseller, master copywriter Luke Sullivan looks at the history of advertising, from the good, to the bad, to the ugly. Updated to cover online advertising, this edition gives you the best advertising guidance for traditional media and all the possibilities of new media and technologies. You'll learn why bad ads sometimes work, why great ads fail, and how you can balance creative work with the mandate to sell.

Summary of Hey Whipple, Squeeze This! - [Review Keypoints and Take-aways] PenZen Summaries, 2022-11-28 The summary of Hey Whipple, Squeeze This! - The Classic Guide to Creating Great Ads presented here include a short review of the book at the start followed by quick overview of main points and a list of important take-aways at the end of the summary. The Summary of For those who have been working in the advertising industry for decades, for those who are just starting out, and for anyone who is fascinated by what happens when creativity meets commerce, Hey Whipple, Squeeze This! has become a seminal guide to the world of advertising. The title is a tongue-in-cheek reference to an unusual advertisement for Charmin toilet paper that ran in the 1970s. The advertisement featured an obnoxious shop clerk named Mr. Whipple who couldn't stop squeezing the product. It lays the groundwork for Sullivan's forthright and useful insights into the often wacky creative process of advertising. Hey Whipple, Squeeze This! summary includes the key points and important takeaways from the book Hey Whipple, Squeeze This! by Luke Sullivan with Sam Bennett. Disclaimer: 1. This summary is meant to preview and not to substitute the original book. 2. We recommend, for in-depth study purchase the excellent original book. 3. In this summary key points are rewritten and recreated and no part/text is directly taken or copied from original book. 4. If original author/publisher wants us to remove this summary, please contact us at support@mocktime.com.

Summary of Luke Sullivan's Hey Whipple, Squeeze This Everest Media, 2022-08-30T22:59:00Z Please note: This is a companion version & not the original book. Sample Book Insights: #1 The mystery of Whipple's success is why his commercials sold so much toilet paper. The answer is that they were extremely irritating, and people used the fast-forward button to avoid them. #2 The idea of Mr. Whipple, the advertiser, is not good. It is repetitive, schmaltzy, and cornball. But it is effective advertising, and it sells billions of rolls of toilet paper. #3 The public is cynical about advertising, and we send out every year the Gallup poll of most and least trusted professions. advertising practitioners trade last or second-to-last place with used car salesmen and members of Congress. #4 The 1950s saw the birth of modern advertising, with the concept of the

unique selling proposition. This meant that advertisers would claim their products offered a specific benefit that no other product did.

Hey Whipple, Squeeze This Luke Sullivan, 2022-02-17 The new edition of the book readers call the bible for advertising. The sixth edition of *Hey Whipple, Squeeze This* offers a new take on the rapidly evolving industry of creative advertising. Creativity—while critical—is no longer enough to succeed. Updating all the classic creativity training from the first five editions, this updated version now provides the necessary tools to navigate the field’s changing technical and social media landscapes. From learning how to tell brand stories to creating content for Instagram, YouTube, and TikTok, Whipple will help sharpen your writing chops, enhance your creativity, and raise the level of your work whether you’re new to the business or a practicing professional. In this fully updated edition, you’ll explore: How to employ the traditional conceiving techniques today’s creatives use, as well as new developments in applied creativity and inquiry-based innovation. How to use emerging technologies and the different technical structures of social media platforms to bring brand stories to life. How to go 180° against common sense for ideas that have the potential of becoming viral. How to create the kind of portfolio that will get you a job in the industry.

Summary of Hey Whipple, Squeeze This! by Luke Sullivan and Sam Bennett QuickRead, Alyssa Burnette, How to create compelling ads. Written for anyone who’s interested in the inner workings of advertising or wants to make it in the marketing world, *Hey Whipple, Squeeze This!* is the fourth edition of a classic guidebook series providing practical top tips for getting ahead in the ad game. It’s an ‘ad’ world out there (pun intended!) so dive in and learn why creativity and a little bit of crazy can be a powerful combination (And if you’re wondering about the wacky title, it’s a reference to a 1970s ad campaign for Charmin toilet paper, featuring a character named Mr. Whipple who couldn’t stop squeezing the product!). Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. DISCLAIMER: This book summary is meant as a preview and not a replacement for the original work. If you like this summary please consider purchasing the original book to get the full experience as the original author intended it to be. If you are the original author of any book on QuickRead and want us to remove it, please contact us at hello@quickread.com.

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emerging platforms Illustrate what's changing in the new world of advertising-and what isn't Hey Whipple, Squeeze This! will help sharpen your writing chops, unleash your creativity, and help raise the level of your work from hack to master craftsman.

IConnected Ben Harvell,2013-04 What if all your iOS devices could talk to each other-- without your help? Harvell shows you how to bring harmony to your Apple world, and helps you get organized at work and at home with synced contacts, bookmarks, and e-mails on all of your devices via WiFi and cellular data!

Emigre ,1999 The magazine that ignores boundaries.

Adweek ,2003-01-06

The Art of Cause Marketing Richard Earle,2002 Richard Earle has written an invaluable book about how to use the medium for the benefit of the people instead of just selling Doritos. I applaud him for making this contribution and reminding us of how even the advertising industry can have a conscience should it choose to realize the good it can do with its immense power. - Michael Moore, author of Stupid White Men ... and Other Sorry Excuses for the State of Nation! and film producer of Roger & Me This book examines how to effectively strategize and develop a public-service advertising campaign that seeks to change strongly ingrained behavior or firmly held beliefs. The Art of Cause Marketing presents several case studies and 75 storyboards from actual cause advertising and print ads. Examples of cause marketing include memorable ads such as This is your brain on drugs and A mind is a terrible thing to waste.

American Book Publishing Record ,1998

Synergy Franklin Covey Company,2000-09-03

Brandweek ,2008-04

Art Index Alice Maria Dougan,Margaret Furlong,1999

The Cumulative Book Index ,1999

Truth, Lies, and Advertising Jon Steel,1998-03-13 Account planning is a discipline that combines aspects of four traditionally separate areas of advertising and marketing. This text aims to demonstrate how to use account planning to win clients and produce better, more effective advertising. It also shows the role account planning played in producing celebrated advertising campaigns.

Warp-Speed Branding Agnieszka Winkler,1999-07-26 Advertising expert Agnieszka M. Winkler offers an insider's perspective on how technology has changed marketing and advertising. Writing with clarity and confidence, she outlines the steps advertisers and marketers must take to keep pace. She cites high-profile companies like Dell Computers and Amazon as examples of brands that were built in months, not years. These examples illustrate her sometimes complex concepts, and make them more accessible. Unfortunately, she also devotes a large amount of space to what amounts to a commercial for an

advertising software application that she's trying to sell. But for readers who can stomach the pitch, getAbstract recommends this book to those who work in marketing, advertising, or related industries, and to those who are making the transition to technology-driven brand building. (Editor's note: TeamToolz, one of the major resources covered in this book, is a pay-for-use service sold by the author.).

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