

Briefing Publicitario Ejemplo

Danielle Griffiths

Procesos y técnicas creativas publicitarias José María Ricarte Bescós, 2000 El texto que ofrecemos es una extensión - a modo de resumen- de la docencia que se imparte en la asignatura Procesos y Técnicas Creativas Publicitarias, dentro de la Licenciatura de Publicidad y Relaciones Públicas de la Facultad de Ciencias de la Comunicación de la UAB.. Dada la compleja relación conceptual y pragmática existente entre proceso creador y estrategia publicitaria, interesa fijar con especial claridad el desarrollo doctrinal y la aplicación de ambos a la disciplina publicitaria. Para lograrlo, el texto se adapta -punto por punto- al programa de la asignatura y se desarrolla en tres partes diferenciadas y complementarias: las fuentes del proceso . de creación; las filosofías y las estrategias creativas publicitarias; y, finalmente, el análisis del concepto creativo publicitario, como expresión comunicadora de la campaña.

Marketing para instituciones educativas Juan Manuel Manes, 2005-01-11 Marketing para Instituciones educativas ofrece de una manera sencilla, didáctica y completa los recursos éticos para captar y retener alumnos; concebir, planificar, desarrollar y comunicar ideas con eficacia; indagar y satisfacer las expectativas que la sociedad deposita en la institución educativa; crecer y modificarse junto con el medio en que opera y brindar un servicio cada vez mejor y más apto para las necesidades de los estudiantes y sus familias. A través de una guía acerca de las técnicas de promoción, publicidad, telemarketing, mailing, relaciones públicas, proyección de imagen, búsqueda de benefactores, investigación de mercados, armado de bases de datos y nociones de organización y capacitación internas, este libro está orientado a facilitar la tarea de directivos y personal docente y no docente, de escuelas y colegios privados y públicos de todos los niveles. Juan Manuel Manes es licenciado en Comercialización (Universidad Argentina de la Empresa), Update in Marketing Certificate (University of California, Berkeley), Strategic Management Certificate (University of Pennsylvania, Wharton School), miembro de la Asociación Argentina de Marketing y de la American Marketing Association, profesor universitario de Marketing de Servicios, consultor especializado en marketing y management para instituciones educativas, y director de Market Masters Consultores.

Manual del estilista de moda Danielle Griffiths, 2016-09-01 Una sesión fotográfica para una revista, un desfile de moda, una campaña publicitaria, un videoclip, el catálogo de una tienda de ropa online... Las cuidadas imágenes creadas por la industria global de la moda parecen hechas sin esfuerzo. Sin embargo, son la culminación de un proceso creativo largo y

complejo realizado entre bambalinas por un equipo de profesionales en cuyo centro se encuentra el estilista de moda. El estilista de moda es el creativo que colabora con el cliente, el fotógrafo, el editor o el director artístico para idear y materializar un look o un concepto visual. Es quien se encarga de elaborar presupuestos, investigar y planificar la imagen que desea el cliente, conseguir y gestionar la ropa, los zapatos, las joyas y accesorios para una sesión, hacer los retoques de última hora, atender a todo tipo de imprevistos. Es, en definitiva, la pieza clave que da forma a un concepto estilístico y ejecuta su puesta en producción. Pero ¿cómo se llega a ser estilista de moda? ¿En qué consiste exactamente este trabajo? Este libro es una guía práctica paso a paso que cuenta cómo llegar a ser estilista de moda. Desde los conceptos y prácticas generales de la profesión hasta todo tipo de consejos útiles y problemas inimaginables. ¿Cómo se consiguen las prendas de ropa en préstamo? ¿En qué sectores puede trabajar un estilista de moda? ¿Cómo se factura a los clientes? ¿Cómo elaborar un portfolio de estilista? ¿Cuáles son aquellas cosas que jamás deberías olvidarte de llevar a una sesión? Danielle Griffiths nos introduce en esta profesión con un manual sencillo y directo, repleto de imágenes tomadas entre bastidores y de acertadas entrevistas a estilistas y profesionales clave del mundo de la moda. El punto de partida idóneo para introducirse en una de las carreras más populares y ambicionadas del sector.

Ideación. Cómo generar grandes ideas publicitarias Nik Mahon, 2012-08-20 Las grandes ideas no surgen con facilidad. Ser capaz de tenerlas en gran cantidad y con regularidad constituye el gran reto de todo creativo publicitario. Las condiciones especialmente exigentes de esta profesión requieren disponer de un amplio abanico de recursos técnicos; eficaces a la hora de potenciar y canalizar la inspiración, y capaces de provocarla o, incluso, de suplirla cuando esta no se presenta. Por eso, *Ideación. Cómo generar grandes ideas publicitarias* proporciona una introducción esencial al proceso de generación de ideas y conceptos publicitarios originales, impactantes y pertinentes en la que se analizan en detalle los obstáculos que pueden dificultar su formación, tales como los bloqueos, el conformismo, las ideas preconcebidas o el miedo al fracaso. Frente a estos lastres, el libro ofrece métodos sólidos y efectivos que permiten romper con la rutina y adoptar nuevos enfoques sobre los problemas así como hacer que fluyan las ideas, trabajando tanto de modo individual como en grupo. Cada apartado incluye ejemplos, entrevistas y testimonios de prestigiosas agencias y profesionales del sector, además de ejercicios que plantean estimulantes retos creativos y permiten poner en práctica lo aprendido. Por todo ello, el libro constituye una auténtica caja de herramientas extremadamente útiles para estudiantes de publicidad y equipos de creativos junior.

Desde la trinchera Eduard Farran Teixidó, 2017-04-15 Parir ideas. Esta es la esencia de la publicidad. Ideas que seduzcan y que funcionen. Da igual si hablamos de publicidad de toda la vida, la nueva publicidad o de publicidad en línea o en redes sociales. Pero ¿de dónde vienen las ideas? ¿Todo el mundo puede ser creativo? ¿Qué podemos hacer para estimular el nacimiento de las ideas? ¿Cuál es la buena? ¿Cómo se lo montan los profesionales? ¿Cómo se vende una idea? ¿Cómo se

defiende? ¿Qué y quién hay en el día a día de una agenciade publicidad? ¿Cómo trabajan los creativos? ¿Está cambiando tanto la publicidad? Detrás de la creatividad publicitaria hay muchas preguntas y unas cuantas más que no he escrito. Yo he intentado contestarlas una a una de la única manera que creo convincente: desde la experiencia. Desde el día a día de quien trabaja en el sector y ha probado diferentes mercados: internacionales, nacionales y locales. Desde el fuego cruzado diario, que es lo que verdaderamente atrae a quien empieza en esta profesión. La adrenalina de tener una idea, defenderla, venderla y llevarla a buen puerto. O sea, desde la trinchera.

Signo & seña : revista del Instituto de Lingüística ,2001

Español actual ,1999

Diccionario de términos de marketing, publicidad y medios de comunicación Enrique Alcaraz Varó,Brian Hughes,Miguel Angel Campos,1999 A self-paced introduction to financial accounting which presents the ideas and terminology essential to an understanding of balance sheets, income statements, and statements of cash flows. for use with Essentials of accounting. (45p.).

La publicidad radiofónica en España Clara Muela Molina,2001

Los mejores articulos y recetas de Claudio Nazoa Claudio Nazoa,2004

Publicidad & mercadeo ,

Alta direccion ,1984

Revista de derecho puertorriqueño ,1985

El publicitario ,1998

Marketing hoy ,1993

Diccionario de términos jurídicos Enrique Alcaraz Varó,Brian Hughes,Miguel Angel Campos,2012 El Diccionario de términos jurídicos (Inglés Español, Spanish English) es una herramienta útil para solucionar problemas que cada día están más presentes en infinidad de ámbitos profesionales: ¿cuál es el equivalente correcto de tal o cual palabra jurídica, inglesa o española? Su público abarca desde la secretaria que traduce una carta comercial hasta el jurista experto que estudia un complejo contrato mercantil.En sus dos partes, el diccionario ofrece, además de la traducción correspondiente a cada término, una breve explicación de aquellos que son característicos del sistema jurídico angloamericano y del español que, en opinión de los autores, deben ayudar a los traductores en su labor. De esta manera, voces como estoppel, equity, trust, etc., aparecen con una breve explicación en español en la primera parte (Inglés Español); y también van acompañados de una sucinta explicación en inglés, en la segunda parte, términos típicos del sistema jurídico español como contencioso-administrativo, instrucción, vía gubernativa, denuncia de la mora, etc.Otra característica singular de este diccionario es la contextualización, dentro de oraciones inglesas, de los principales términos jurídicos ingleses, para facilitar al lector la

comprensión del significado de los mismos. En la misma línea de facilitar la captación del significado, se ofrece en las dos partes un gran número de sinónimos, antónimos y referencias recíprocas o cruzadas y se indican los registros de las voces (coloquial, argot, etc.) así como su procedencia (inglés americano, inglés de sistema jurídico de Escocia, etc.). Por último, se debe hacer constar que el diccionario está actualizado con términos jurídicos recientes, no incluidos en otras obras, como adjudicación de obras por concurso, admisión a trámite, alijo decomisado, buriar la acción de la justicia, contaminación maliciosa de ordenadores por medio de virus informáticos, declararse insumiso, etc. En la quinta edición se han corregido las erratas detectadas, se ha mejorado la redacción de alguna explicación y se han introducido más de 600 unidades léxicas nuevas, algunas de las cuales, como «bombalapa», «pareja de hecho», «ley de videovigilancia», «algarada callejera», etc., o backlash, bust, crime, busting, beat the rap, shady, sleuth, pry, Mickey Finn, rap, scotfree, etc., pese a que no son estrictamente jurídicas, son importantes porque aparecen con frecuencia en textos de divulgación relacionados con el mundo de las leyes. Desde la primera edición hasta esta última se han incorporado más de 2.000 significados entre voces y acepciones nuevas.

Telos ,2005

Sabrina contra el imperio del zapping Rebeca Rus, 2010-08-03 ¡Tiembla, imperio del zapping, que aquí viene Sabrina!

Después de haber triunfado en el trabajo con una gran campaña publicitaria y de haber conquistado al hombre de sus sueños, Sabrina vuelve a la carga dispuesta a convertirse de una vez por todas en una adulta seria, responsable y segura de sí misma. Sin embargo, luchar contra su naturaleza inquieta, contra las diseñadoras rubias y celosas, y contra un montón de compañeros corruptos no será tan fácil como ella creía. El mundo de la publicidad está en peligro y para salvarse necesita a alguien con talento, con iniciativa, valiente, un fuera de serie... y que también sea un poco inconsciente, la verdad.

Dossier ,2007

Novum Gebrauchsgraphik ,1992

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