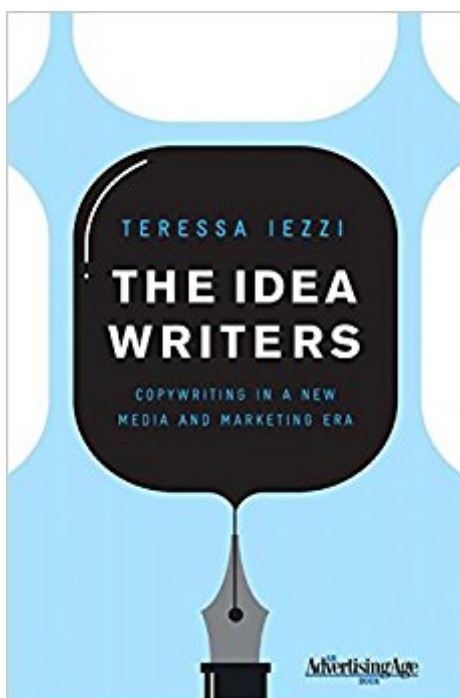


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# The Idea Writers: Copywriting In A New Media And Marketing Era



## Synopsis

The Idea Writers guides both new and experienced copywriters through the process of creating compelling messages that sell. It shows readers what it's like to work in the fast-paced world of an agency while providing practical advice plus details on creating award-winning multimedia ad campaigns.

## Book Information

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## Customer Reviews

"The Idea Writers offers an in-depth look at the state of copywriting and brand creativity in today's marketplace. With insight on creative process and campaign development from the industry's leading creative's, the book provides solid advice for copywriters at all levels. It also provides a detailed examination of the changes that have completely remade the advertising industry, and is a useful guide for anyone looking to understand brand creativity today." - Advertising Age "Teresa lezzi aims to appeal to professional ad writers and those aspiring to their ranks. Both groups might profit from a look at The Idea Writers. Behind the cheeky tone and insider references is a useful guide to navigating in the digital wilds of online marketing and promotion." - The Wall Street Journal "Recommended" - Choice The experts on copywriting: "There is no point making advertising that is better than other advertising; that is not your competitor for people's time. You are up against all of the things they want to watch and read, the content they are seeking out." - Dave Bedwood, creative director and co-founder of U.K. digital agency Lean Mean Fighting Machine. "It's one of the things that hasn't changed - finding that magic moment when you've come up with the insight that

will make people think, I've thought of that a hundred times but I never thought of saying it like that. It's that moment of connection where people think there's a kindred spirit out there." - Bill Wright, ECD, Crispin Porter + Bogusky "Unlike traditional storytelling where you complete the thing and you put it out there, it's a living thing that requires ongoing curation and involvement, on the part of storytellers and participants." - Ty Montague, former chief creative officer, JWT, founder of Co"l highly recommend it. It's the first book I've seen that thinks through what passes for 'rules' in the new digital world." - Luke Sullivan, author of Hey Whipple, Squeeze This: A Guide to Creating Great Advertising

TERESSA IEZZIÃ Â editor of AdAge's Creativity Magazine and a regular columnist in AdAge, she's made regular appearances on ABC, CNN and BBC America and more generally in the national press as an expert on advertising and popular culture.

I feel as though I've been spinning my wheels a bit, picking up the "classics" of copywriting and advertising books, looking for foundation principles. Teresa combines classic principles with new ideology that applies to the advertising space in 2016. You get a good summation of advertising history, a list of the greats, some of their best quotes and contributions, as well as how copywriting has changed (and yet, fundamentally remains the same). Highly recommend for aspiring copywriters, as well as seasoned writers who want to brush up on their industry's changes.

The Idea Writers by Teressa Iezzi is an insightful, engaging and thorough overview of the massive changes rocking the world of advertising today. While only published in 2010, some of the examples may seem a little outdated, but that only speaks to the speed that our culture is moving, rather than any fault of the author. Moreover, that fact alone only emphasizes the thrust of Iezzi's thesis in this book - the modern copywriter needs to be moving as fast as the culture they live in, engaging it and uncovering insights that bring power to the brand they're working on. The book examines some of the important and innovative campaigns of the 2000s, starting with BMW Films - a campaign I remember as a 14-year-old kid, thinking it was the coolest thing ever. Then she moves to more contemporary examples, such as Old Spice's "The Man Your Man Could Smell Like" - which started out as a TV spot but evolved into a multimedia, digitally immersive campaign. Each time Iezzi examines a campaign, she uncovers the shift in where advertising and creative brand thinking have gone - which is more integrated and consumer-focused. In fact, one of the most important changes is that the brand no longer tells the consumer what benefits they can bring, but rather brands should

seek to solve problems the consumer may have. A shining example is AKQA's work with Nike and the creation of Nike+ and the Nike FuelBand. AKQA has been one of the agencies leading the way when it comes to the next generation of how brand creatives should work, embodying a statement Benjamin of Palmer of The Barbarian Group told AdAge, "The big change that needs to happen is that we need, as an industry, to be innovators in making ourselves useful... For the same budget and energy as we expend on current forms of advertising, we could be making something more tangible, useful and reusable that plays a more integral part in the consumer's life," he said. Good stuff - and that's really one of the key things I took away from reading this book, the amount of money brands shovel into traditional media buying is being reallocated to other, cheaper forms of brand communication - namely, content development. Rather than spending a billion dollars on TV/Radio/Print, brands are looking for more effective ways to reach consumers and digging up those ideas is your job. Are you ready for the changes coming our way? I read the book more as a manifesto and after finishing it up, my brain was stewing with ideas. Which is exactly what a book on creativity should do. I highly recommend this book to anyone who works in business. While focused primarily on what a copywriter does, I'd say the siloed job titles of old school advertising are quickly losing relevance, anyone can offer insights into how a brand should communicate today, whether you're an Art Director, Account Planner or client-side marketing manager - don't get left behind. Hope this review was helpful! Find me on Instagram or Twitter to connect @guybarnhart

The author "interviewed over 50 copywriters and professionals for this book" and their quotes alone are highly valuable, like: "When you sit down to do an ad, you're competing with every brand out there." Luke Sullivan "I think, in general, people don't buy products, they buy stories." Ty Montague "We are an industry built on assumptions that no longer exist today." David Droga Layered on top of these missives are some interesting case studies including the Pepsi Refresh Challenge (the company diverted its Superbowl budget to this effort), DDB's Fun Theory for Volkswagen, BMW Films, and Subservient Chicken (which is kept alive by the ad industry not consumer recollection). The book also covers the thinking of the greats including Bernbach, Reeves, and Burnett. But it is David Ogilvy who is most interesting here for his views on copywriting and creativity. I enjoyed parts of the book as it is a collection of quotes, cases and thoughts strung together under the central theme that advertising must have a differentiating insight. The insight (or hope) I took away from The Idea Writers is summed in this passage, "When DDB started creating ads like "Lemon", it was called the creative revolution. But that description is an overstatement. The real revolution is happening now."

I am a young CW who is looking for books to improve my craft; unfortunately, this book does not deliver on that, but it did give me insight into some of the more well-known digital / social work from the early 2000s. The issue for me is I came into the business leading with social and digital, so my world was and always has been digitally-focused, so the examples given in the book are somewhat pedestrian at this point (although I did find some of them interesting and made notes to remember for future projects). As for the book itself, it's well-written (I liked some of the CW tips too) and enjoyed the validation I felt while reading it (the author describes the role of the "new CW" which I found to be quite on point). Overall, I would recommend the book if you want to brush up on the history of digital / feel inspired, but (and this may depend on how old you are / how long you've been CWing) if you're trying to improve your craft or "discover something you didn't know before," I'm not sure I would recommend.

Really really helpful! It is starting to age so some of the examples are a little less applicable to the industry today BUT it is still full of solid advice and talks about a lot of great work.

Best book out there on what copywriting has become to the agency. A "writer's writer" book for sure--people who don't understand the idea of what copywriting is won't get it as much as someone (like me) who has seen the world lose its attention span and gain a keen sense of when to avoid ads vs. "real people" writing something (i.e. Yelp reviews, blogs, and /New Egg et al reviews, many many many many of which are stealth sponsored indirectly by the product company. If you write advertising or are inside an agency and want to catch up on how the ideas your agency sells clients are approached, this is your handbook.

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