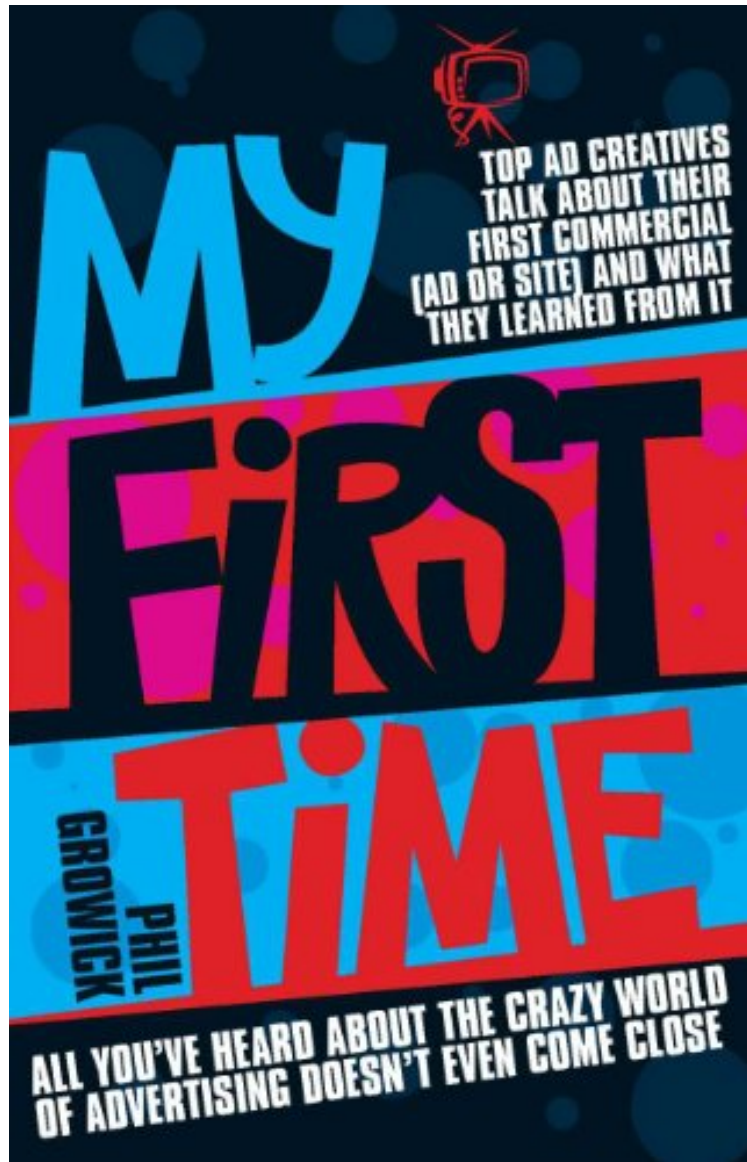


(Mobile book) My First Time: Top Ad Creatives Talk About Their First Commercial, Ad or Site, And What They Learned From It

My First Time: Top Ad Creatives Talk About Their First Commercial, Ad or Site, And What They Learned From It

Phil Growick

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Phil Growick : My First Time: Top Ad Creatives Talk About Their First Commercial, Ad or Site, And What They Learned From It before purchasing it in order to gage whether or not it would be worth my time, and all praised My First Time: Top Ad Creatives Talk About Their First Commercial, Ad or Site, And What They Learned From It:

2 of 2 people found the following review helpful. Not just an advertising book. By CJ Rullman
In my experience of meeting with accomplished creatives, there is one problem. It is nearly impossible. They are constantly jumping from one thing to the next; they are innately poor planners; and they have the shortest attention spans known to man. And just when you think you have a minute with them, they are "out of the country on a shoot, checking email sporadically." But it's ok. They are just programmed that way and we love them. They are vital to the ad industry and ultimately to every other industry valuing their brand, and they are some of the most intelligent, most talented people in the world. So Growick did the leg work for us. He nailed down time to meet with these creatives--his friends--for us. He wrangled all these fascinating, fun people and compiled stories into one book that I view as a great resource. And mind you--I am not even a creative. I am on the account side and yet, there are so many familiar sentiments and so many stories by which motivate me to continue in this field. Good or bad nostalgia, these recollections are everything from hilarious to relatable to educational. Definitely recommend this one!

From the top ad people all over the world, the ones who create the best TV commercials and ads, the ones you love, the ones you remember, the ones you wish you had thought of yourself, come their own stories, in their own words, about the first work they ever did. And lived to talk about it. Barely. They talk about the zaniness and craziness. They talk about the good guys and the bad girls and vice versa. They talk about things you only think can happen on TV or in the movies, but actually happened to these people. You may not believe what you will read, but in the ad world, you may not believe what you see, either. Here's a partial list (in alphabetical order) of the top global creative leaders whose stories you'll read: David Angelo (Chairman, CCO, DavidGoliath) Rosie Arnold (Deputy ECD, BBH/London) Nick Bailey (ECD, AKQA/Amsterdam) David Baldwin (Lead Guitar, Baldwin) Jamie Barrett (Partner, ECD, Goodby, Silverstein Partners) Susan Credle (CCO, Leo Burnett) Greg Di Noto (Partner, CCO, Deutsch, Inc./ NY) Mark Fitzloff (Partner, Co-ECD, WK/Portland) Ian Grais (CCO, CO-Founder, Rethink/Canada) Nick Law (CCO, R/GA) Kevin McKeon (ECD, StrawberryFrog/NY) Malvika Mehra (National CD, GREY India); Al Moseley (Managing Partner, ECD, 180/Amsterdam) Robert Rasmussen (N.A. CCO, TribalDDB) Rob Riley (Partner, Global CCO, Crispin, Porter, Bogusky) Kevin Roddy (CCO, Chairma, Publicis Hal Riney/SF) Ted Royer (Partner, ECD, Droga5/NY) Mariano Serkin (CO-ECD, Del Campo Nazca Saatchi Saatchi/Buenas Aires) Rob Strasberg (CCO, Vice Chairman, DONER) Carlos Vaca (President, ECD, BBDO/Mexico) Robert Wong (Global CCO, Google Creative Lab)

About the Author/Editor: PHIL GROWICK is the managing director of the Howard-Sloan-Killer Group in New York City, the retained executive search firm specializing in top talent in all forms of media. His friendships with some of the world's most influential advertising creatives led to this book's creation. His first Sherlock Holmes novel, *The Secret Journal of Dr. Watson*, was published in May 2012.