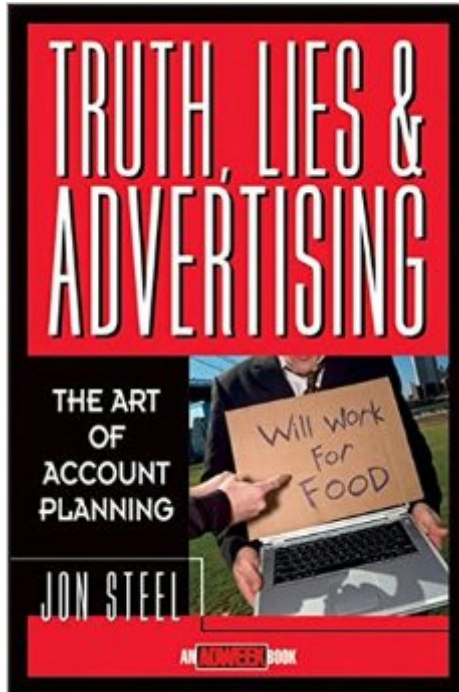


The book was found

# Truth, Lies, And Advertising: The Art Of Account Planning



## Synopsis

"Account planning exists for the sole purpose of creating advertising that truly connects with consumers. While many in the industry are still dissecting consumer behavior, extrapolating demographic trends, developing complex behavioral models, and measuring Pavlovian salivary responses, Steel advocates an approach to consumer research that is based on simplicity, common sense, and creativity--an approach that gains access to consumers' hearts and minds, develops ongoing relationships with them, and, most important, embraces them as partners in the process of developing and advertising. A witty, erudite raconteur and teacher, Steel describes how successful account planners work in partnership with clients, consumer, and agency creatives. He criticizes research practices that, far from creating relationships, drive a wedge between agencies and the people they aim to persuade; he suggests new ways of approaching research to cut through the BS and get people to show their true selves; and he shows how the right research, when translated into a motivating and inspiring brief, can be the catalyst for great creative ideas. He draws upon his own experiences and those of colleagues in the United States and abroad to illustrate those points, and includes examples of some of the most successful campaigns in recent years, including Polaroid, Norwegian Cruise Line, Porsche, Isuzu, "got milk?" and others. The message of this book is that well-thought-out account planning results in better, more effective marketing and advertising for both agencies and clients. And also makes an evening in front of the television easier to bear for the population at large."

## Book Information

Hardcover: 320 pages

Publisher: Wiley; 1 edition (March 13, 1998)

Language: English

ISBN-10: 0471189626

ISBN-13: 978-0471189626

Product Dimensions: 6.4 x 1.1 x 9.3 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (50 customer reviews)

Best Sellers Rank: #44,004 in Books (See Top 100 in Books) #86 in [Books > Business & Money > Marketing & Sales > Advertising](#) #240 in [Books > Business & Money > Accounting](#) #374 in [Books > Business & Money > Marketing & Sales > Marketing](#)

## Customer Reviews

Intrusive, obnoxious, impersonal, insincere and arrogant are all adjectives, which have been attached to the world of advertising. However, in *Truth, Lies and Advertising: The Art of Account Planning* author Jon Steel looks to dispel these characteristics in a unique manner. Through conversational, descriptive, humorous, and entertaining examples Steel seeks not to convince the public that advertising is undeserving of its rap, but to convince those in the biz that by focusing on building relationship with consumers the negative personality of advertising could quite possibly be changed. In Steel's eyes, the most effective advertising involves consumers in two critical areas; one, consumers must take part in the development of communication and two, consumers must be involved in the communication itself. Simply put, creating dialogue with consumers will allow advertisers to know exactly what consumers actually want in a brand and product, and consumers should not be told what to think, but they should be given persuasive facts and allowed to make up their own minds. As Director of Account Planning and Vice Chairman for by Goodby, Silverstein & Partners in San Francisco, Steel has helped create several consumer-centric campaigns such as the "Got Milk" campaign for the California Fluid Milk Processors Advisory Board and the "See What Develops" campaign for the Polaroid Corporation. Steel has also planned successful campaigns for the Northern California Honda Dealers Advertising Association, Norwegian Cruise Lines, and Chevy's Mexican Restaurants.

[Download to continue reading...](#)

Truth, Lies, and Advertising: The Art of Account Planning  
Event Planner: The Art of Planning Your Next Successful Event: Event Ideas - Themes - Planning - Organizing - Managing (Event Planning, Event Planning ... and Organizer - How To Guide Books Book 1)  
Lies, Damned Lies, and Science: How to Sort Through the Noise Around Global Warming, the Latest Health Claims, and Other Scientific Controversies (FT Press Science)  
Agile Product Management: (Box Set) Agile Estimating & Planning Your Sprint with Scrum and Release Planning 21 Steps (agile project management, agile software ... agile scrum, agile estimating and planning)  
Event Planning: Event Planning and Management - How to Start Successful Event Planning Business! Graphis Advertising 98 (Graphis Advertising Annual)  
Epica Book 10: Europe's Best Advertising (Epica Book, European Advertising Annual) (No. 10)  
Sex, Lies, and Menopause: The Shocking Truth About Synthetic Hormones and the Benefits of Natural Alternatives  
Lies Young Women Believe Companion Guide: And the Truth that Sets Them Free  
A Thousand Darkneses: Lies and Truth in Holocaust Fiction  
Sex, Lies, and Menopause: The Shocking Truth About Hormone Replacement Therapy  
Lies Women Believe: And the Truth that Sets Them Free  
37 Ways to BOOST Your Coaching Practice: PLUS: the 17 Lies That Hold Coaches Back and the Truth That Sets Them Free!  
Buyology: Truth and Lies About Why We

Buy Love, Lust & Faking It: The Naked Truth About Sex, Lies, and True Romance Lies Young  
Women Believe: And the Truth that Sets Them Free The Media Handbook: A Complete Guide to  
Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series)  
The Practical Pocket Guide to Account Planning Advertising Media Planning, Seventh Edition SAP  
BUSINESS PLANNING AND CONSOLIDATION 10.1 FOR CLASSIC VERSION: Concepts and  
Step by Step Configuration for Planning and Consolidation

[Dmca](#)