



The Idea Writers: Copywriting in a New Media and Marketing Era

Teresa Iezzi

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This book is a must read for any copywriter and anyone looking to understand the new realities of the brand creativity business.

A memorable slogan has been the cornerstone of every great ad campaign. In the past, writing one great headline could launch a career. But today's advertising campaigns are interactive, multi-platform and ongoing, and the copywriter's canvas is vast. At any given time, a copywriter may be conceiving a video game, writing a TV show, maintaining a Twitter feed, creating a mobile app or an interactive installation or, yes, writing a headline or a TV script.

While the best copywriters have always been brand storytellers, now that story can play out anywhere. The digital revolution put control in the hands of the people - the audience - now no longer just consumers, but active participants in a brand's story.

The art and science of advertising has gone from creating one-way messages to engaging audiences in ongoing conversations.

A new ad landscape means new opportunities for writers who now have the incredible opportunity to push brand narrative to places it's never been before and to actually create something so useful or entertaining that it generates its own audience. It also means that many of the rules of the past - while exceedingly worthy of study - are insufficient to guide the modern copywriter. Co-published with AdvertisingAge, *The Idea Writers* outlines the changing landscape of the advertising industry while providing useful how-to advice.

Filled with interviews from top creatives including:

Greg Hahn, Nick Law, Jeff Benjamin, Tim Delaney, Rei Inamoto, Lee Clow, Steve Simpson, Rick Condos, David Droga, Gerry Graf, Ty Montague, Calle and Pelle Sjonell, PJ Pereira, David Abbott and many more!

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