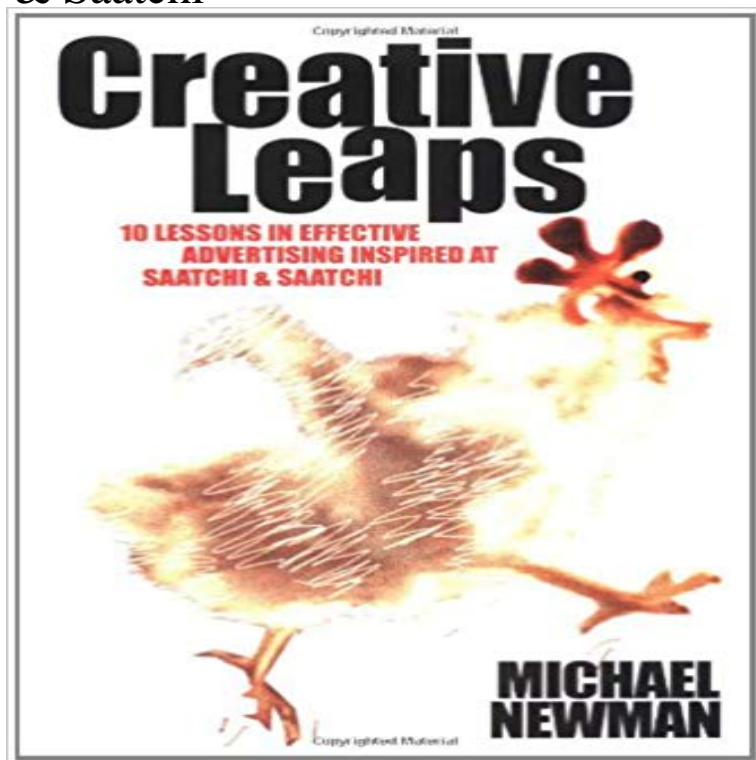


Creative Leaps: 10 Lessons in Effective Advertising Inspired at Saatchi & Saatchi



Important lessons in advertising from an industry leader Saatchi & Saatchi is one of the best-known names in the advertising business. Its a cradle of creative ideas and a global industry leader. Filled with universal lessons for advertisers and unique methodologies, Creative Leaps explores the transformational power of ideas. It offers firsthand insights into the advertising campaigns of Saatchi & Saatchi, revealing the theories behind each campaign strategy, the process behind creativity, and the behind-the-scenes stories involved with each project. The book includes a CD-ROM filled with extra material and interviews with high-profile ad makers. Michael Newman (Australia) is the former Executive Creative Director of Saatchi & Saatchi Australia and Director of the Worldwide Toyota Board. As a writer and creative director, he won numerous creative awards including Cannes, Caxton, D&AD, and AFA Golden Pinnacle for Effectiveness. He is now Principal Director at brandnewman, an ideas resource for advertisers and agencies.

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