

Bang!: Getting Your Message Heard in a Noisy World



The founders of the fastest-growing advertising agency in America explain how to ignite the kind of marketing explosions that will capture customers attention. We all want to have our message heard. In Bang! Linda Kaplan Thaler and Robin Koval tell us how. They and their talented colleagues are the brains behind a host of memorable and highly successful ads, from the enormously successful AFLAC duck to the irresistibly sentimental Kodak moment to Herbal Essences outrageous Totally Organic Experience. Kaplan Thaler and Koval offer savvy advice and proven strategies for getting out a loud, clear, attention-grabbing message about any product or service. Presenting an arsenal of big bang ideas, the authors interweave entertaining recollections about their successes and failures, as well as those of other companies, with specific guidelines on establishing an atmosphere conducive to innovative breakthroughs. They show why having enough time to work on a project can be a disadvantage and why working in a small, cramped space is often the best way to come up with big ideas. Their insights into using intuition to capture just the right idea or phrase offer a new perspective on shaping and sustaining a marketing presence. Full of colorful anecdotes and inspiring accounts of campaigns that have propelled revenues and dramatically increased market shares, Bang! shows managers how to create a marketing campaign that cuts through the message clutter and creates a marketing explosion.

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