



leeclowsbeard



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leeclowsbeard

By @leeclowsbeard

Published by



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**BABY STEPS
ARE FOR BABIES,
NOT BRANDS.
BE AMAZING OR
BE SURPASSED.**

7:46 am Mar 2nd 2010



**CONSUMERS
NEVER
COMPLAIN
ABOUT ADS
BEING TOO
SMART.**

7:46 am Aug 17th 2009

An ad should say one thing well. Now here are fifty-three bullet points why.

7:03 am May 12th 2009

Your ad begins as an interruption. Make paying attention to it feel like a reward.

7:55 am May 14th 2009

Art direction is part of a brand's voice. So consider not using Trajan Pro this time.

6:15 am May 15th 2009

A technique or look is no substitute for substance.

6:47 am May 18th 2009

TV spots are short. If you can't hold folks' attention for 20 secs before revealing the brand, find another line of work.

8:05 am May 19th 2009

Never underestimate the intelligence of your audience. The subtleties of value-priced hemorrhoid cream are lost on few.

6:34 am May 20th 2009

It's called a creative brief, not a copy-and-paste brief.

6:30 am May 21st 2009

It's the little compromises that add up to a giant bucket of suck.

6:26 am May 22nd 2009

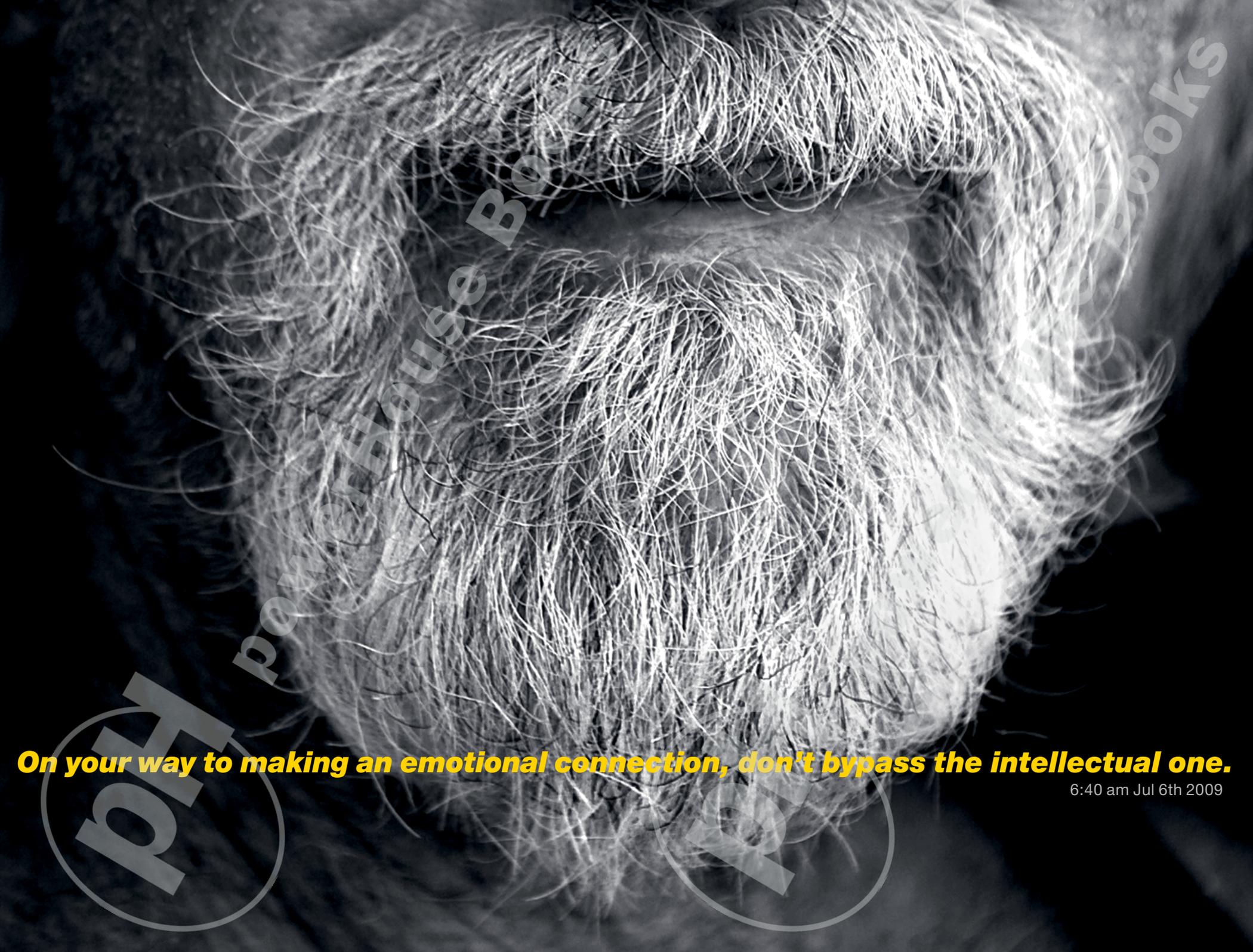


**TOO MANY
PEOPLE
THINK THE
THINGS THAT
ARE EASY
ABOUT
ADVERTISING
ARE HARD,
AND VICE
VERSA.**

6:21 am May 26th 2009

One list of bullet points does not equal a
“single, most-persuasive message.”

7:34 am May 27th 2009



On your way to making an emotional connection, don't bypass the intellectual one.

6:40 am Jul 6th 2009



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If no one reads body copy, why are we on round 13 of client revisions? 6:26 am Sep 10th 2009 Budgets don't constrict ideas, they hone. 6:37 am Sep 8th 2009 From mass to social, media is consumed by individuals. Speak accordingly. 8:16 am Aug 19th 2009 An ad discussing negative things does not a negative ad make, e.g., every problem-solution ad ever run. 6:59 am Sep 1st 2009 Beat up the brief before it gets approved, or it will beat you up when you're trying to get work approved. 6:52 am Aug 24th 2009 The love of money is the root of much bad advertising. 7:41 am Sep 9th 2009 It's not that consumers have short attention spans. It's that we give them so little of interest to look at. 7:51 am Aug 26th 2009 Thank a media person today. After all, no one remembers an ad they never see. 8:49 am Aug 27th 2009 Every client wants something new. And three examples of where it's worked before. 6:38 am Aug 28th 2009 Media runs from free to expensive. But your idea should always be rich. (This is less obvious than you may think.) 7:54 am Aug 31st 2009 Dearest copywriter, please thoroughly learn your native tongue before you butcher it for advertising. 6:54 am Sep 3rd 2009 Dear client, Glad you believe advertising can do a lot for your brand. Just remember "a lot" is a far cry from "everything." 6:48 am Sep 4th 2009 Advertising is always transitory and often disposable. We can only prevent people from becoming the latter. 7:32 am Sep 11th 2009



Media changes. The rules of good creative do not.

6:36 am May 28th 2009



6:48 am Sep 2nd 2009

**LAST I CHECKED,
“SNARKY IRONY” IS
NOT THE APPROPRIATE
VOICE FOR 99% OF
THE WORLD’S BRANDS.**





A GENUINE UNIQUE SELLING STYLE BEATS A FAKE UNIQUE SELLING POINT, AND BEATS IT HARD.

7:47 am May 24th 2010



6:58 am Jun 23rd 2009

**THIS APPLIES
TO BRANDS
AND PEOPLE
ALIKE: IF YOU
HAVE NOTHING
TO SAY, DON'T.
BETTER
TO REMAIN
MYSTERIOUS
THAN BE
ANNOYING.**

When someone says, "I wouldn't fall on my sword for that," ask if they've fallen on a sword for anything. Ever.



A big idea transcends budgets.

But a big budget never hurt a transcendent idea.

7:16 am Jun 23rd 2010



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If ROI only means bumping tomorrow's numbers, the spammers have already won.

6:23 am July 14th 2009

Try asking your doctor to do a little angioplasty on spec.

7:12 am Jul 16th 2009

Dear Asst. AE, Please stop sending PDFs to the client with the closing,

"Let me know if there are any more changes." - LCB

8:12 am Jul 17th 2009

"What do you think?" is not code for "What's wrong with this?"

7:54 am Jul 20th 2009

Don't confuse a simple execution with a simple message.

The former is optional; the latter, mandatory.

6:55 am Jul 23rd 2009

If your campaign's sole means of measuring success is a coupon code, it's already failed.

7:00 am Jul 27th 2009

If you undermine the creative—either the work or the team—with the client, I'll undermine you with HR.

7:55 am Jul 28th 2009

Learning to phrase "doing that would be stupid and wrong" in a way that makes the client smile is a skill worth mastering.

9:20 am Jul 29th 2009

Do you remember the last bullet point you read? Me neither.

Impact requires craft.

6:35 am Jul 30th 2009

"But some people won't get this" is one of the first signs your ad might actually work.

7:51 am Jul 31st 2009

The only action you can bore someone into is ignoring you.

6:36 am Aug 3rd 2009

Advertising is 95% less subjective than most account people would have you believe. But that's just my opinion.

6:39 am Aug 4th 2009

"We can do a million ads like this" should never be uttered by someone who's yet to write a single one.

6:28 am Aug 5th 2009

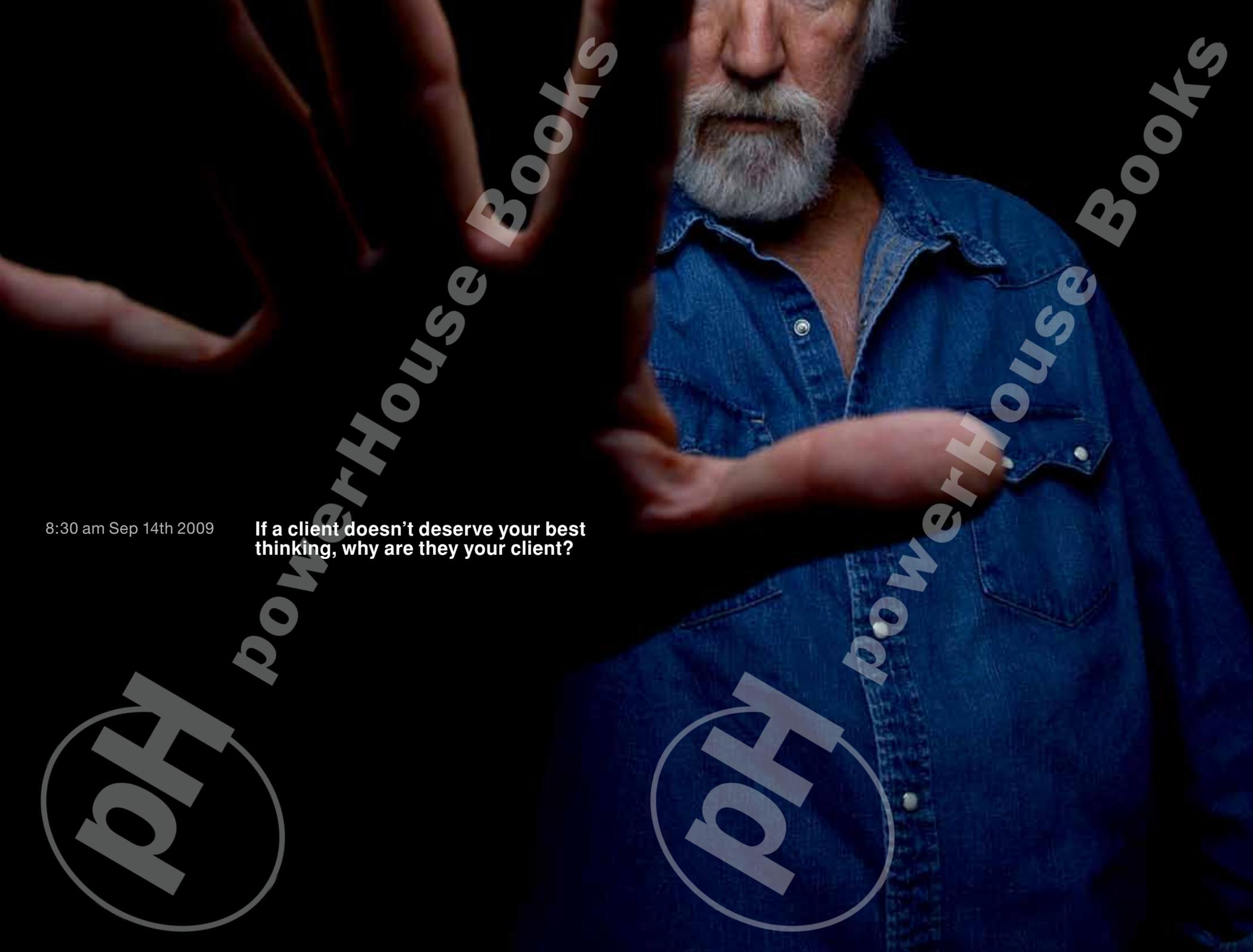
Being "direct" is not the same as being persuasive.

10:47 am Aug 6th 2009

Shouting will garner you a lot of attention, but few friends.

If you want a stronger call to action, create a better ad.

6:33 am Jul 22nd 2009



8:30 am Sep 14th 2009

If a client doesn't deserve your best thinking, why are they your client?



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Few things break my heart like seeing a brilliant idea poorly executed. Always sweat the details.

9:10 am Jun 11th 2009

Writers should be able to articulately defend design, and vice versa.

6:31 am Jun 15th 2009

Great ideas can come from anywhere. Even creatives.

5:50 am Jun 16th 2009

Always read your copy out loud to ensure it sounds like the brand and not the brand manager.

6:40 am Jun 19th 2009

Advertising is not about self-expression, it's about brand-expression. But if you can work in a bit of the former, do it.

5:57 am Jun 22nd 2009

While frustrating, clients don't have to explain why they hate something. Account folks, CDs and your partner do.

6:31 am Jun 24th 2009

If you'd put it in a PowerPoint deck, don't put it in your ad.

6:24 am Jun 25th 2009

Saying as little as possible—in advertising and real life—covers a multitude of sins.

6:04 am Jun 30th 2009

Clients are consumers, too. They just need to be reminded. Often.

6:17 am Jul 1st 2009

Consumers really don't care about your paradigm shifting. Relevancy will always be king.

6:40 am Jul 2nd 2009

The consumer will never hear that two-hour campaign rationale you gave to the client. Work lives or dies on its own merits.

8:54 am Jul 8th 2009

Hope you like that straw dog because the client just approved it.

9:26 am Jul 9th 2009

YOU CAN'T FIX A STRATEGY IN POST.

6:46 am Jul 10th 2009

If at first you don't succeed, a lifestyle photo is not the solution.

7:01 am Jul 13th 2009

The number of days spent on a brief should equal the number of weeks creatives get to concept. Not vice versa.

7:10 am Aug 14th 2009

**BEFORE SUGGESTING CHANGES,
FIRST ASK, "AM I MAKING THIS BETTER,
OR MERELY DIFFERENT?"**

6:23 am Oct 29th 2009



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