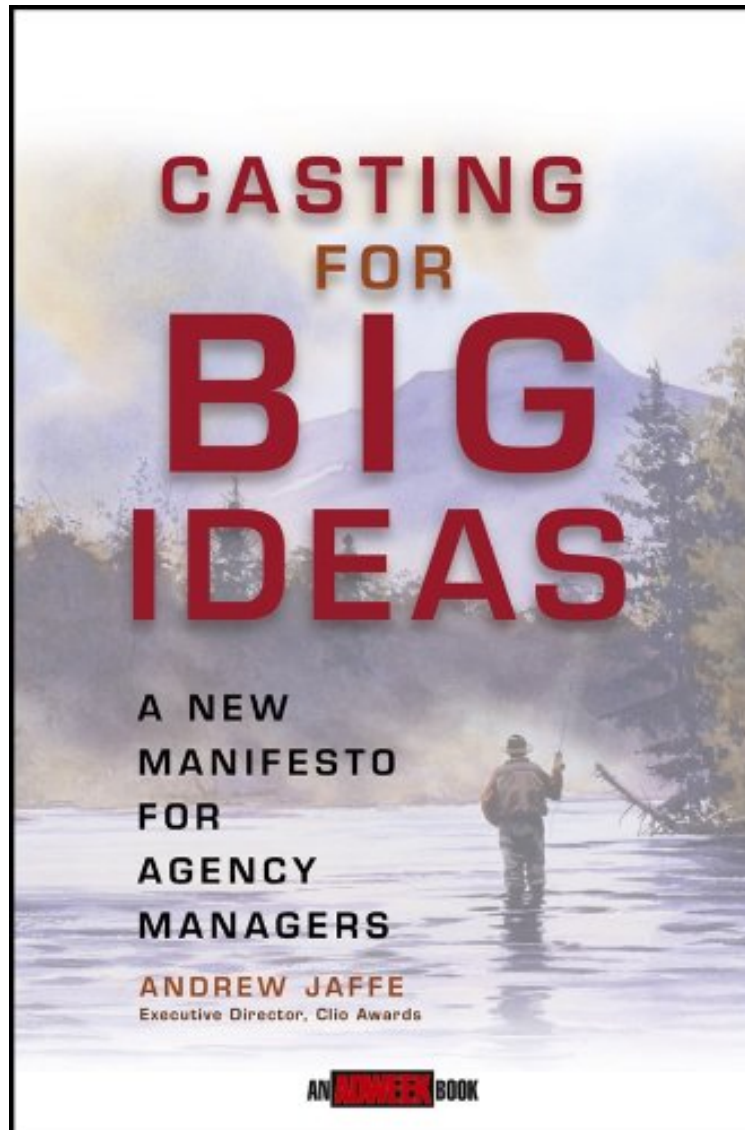


(Read now) Casting for Big Ideas: A New Manifesto for Agency Managers (Adweek Magazine Series)

Casting for Big Ideas: A New Manifesto for Agency Managers (Adweek Magazine Series)

Andrew Jaffe

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Andrew Jaffe : Casting for Big Ideas: A New Manifesto for Agency Managers (Adweek Magazine Series)

before purchasing it in order to gage whether or not it would be worth my time, and all praised Casting for Big Ideas: A New Manifesto for Agency Managers (Adweek Magazine Series):

6 of 9 people found the following review helpful. A Window Into the Future of our Economy and Your MoneyBy A CustomerThis is one of the first books published which gives you a real look through the window of the future of our economy. The author, with years of experience in reporting how advertising effects our purchasing choices, offers an

expert's point of view of advertising, which drives our economy. It effects everyone. It deals with how people will respond to advertising in this century (i.e. television, print media, the Internet) and how it will effect us. My broker said this book was more important than the ones he recommended about investing. We are all consumers experiencing an incredible transition from t.v. to cable, from cable to satellite, from magazine and newspaper ads to e-mail and Internet ads? If you want security what could be more important than to know what's going to happen to commercials on t.v., the web, or ads that inform you of sales and discounts in your local newspaper? 2 of 2 people found the following review helpful. great overview By Susan Jaramillo This book really covers everything there is to know about the nuts and bolts of an agency. If it had a more sophisticated creative/interactive media section it would be even better. Its written in a engaging way entertaining for both novice's and seasoned exec's alike. Good Creativity books are hard to find. This is one of the better ones. 3 of 3 people found the following review helpful. Brilliant! By Z. Yixin Very interesting reading. A book explores some real opportunities of the future of the advertising industry. Should be treated as the surviving guide of every agency head before they walk into their next new business pitch or when they are seriously thinking about the wayout of their declining profits every year.

In *Casting for Big Ideas*, Andrew Jaffe, industry veteran and Director of the Clio Awards, details important lessons on the management and growth of advertising agencies. He shows how the forty-year-old agency business model is breaking down because the work is becoming marginalized, as clients cut back ad budgets and hire outside marketing services and strategy firms. If agencies are to survive, Jaffe says, they must become idea-focused again and, instead of just making ads, master the art of devising the kind of non-advertising-type promotions that more quickly move a brand into the culture. Based on his long experience in the advertising industry, Jaffe offers practical advice and important lessons for agency heads who want their businesses to stand the test of time. This one-of-a-kind resource covers a subject often ignored—the business side of running an ad agency. Andrew Jaffe (New Canaan, CT) is the founding Publishing Director of Wiley's *Adweek* and *Brandweek* books imprints. He is also the Executive Director of the Clio Awards, one of the largest and most famous advertising awards programs in the world, with over 18,000 pieces submitted from agencies and production facilities in fifty-nine countries.

ldquo;hellip; This is a very readable overview for those wanting a broader appreciation of the business realityhellip;rdquo; (Marketing, 13 November 2003) From the Inside Flap Managing an advertising agency in today's environment is a challenge. Market saturation, the decreasing effectiveness of traditional advertising, an ever more skeptical consumer, and the introduction of new media outlets have all made connecting with customers more difficult than ever. It's no wonder then that clients now demand more bang for their advertising buck. For agency leaders, hooking new clients is like fly fishing: it takes patience, the right bait, and a deep understanding of your environment and your prey. With fewer fish to catch, the agencies that succeed in tough times will be those that lure their clients with the most effective bait. *Casting for Big Ideas* shows agency leaders how to transform their organization in order to foster the creative thinking that can reel in new accounts. Andrew Jaffe, an advertising veteran and Executive Director of the Clio Awards, argues that the structure and business model of most agencies fail to meet the demands of the current environment. He says it's time to rethink the central purpose of the ad agency, as concentrating solely on making ads will quickly make you obsolete. *Casting for Big Ideas* will show you how to restructure your agency for advertising's new reality, breaking down organizational walls and refocusing on creative ideas that go far beyond traditional advertising. Drawing on his years of personal experience working with the world's most successful agencies and their leaders, Jaffe offers a practical plan for rebuilding your agency or for building a new agency from the ground up. You'll learn how to balance creativity against financial viability, change your focus from traditional media planning to strategic "channel" planning, improve your account management, and make a more dynamic pitch to prospective clients. Packed with important lessons on agency management and growth, *Casting for Big Ideas* offers a blueprint for the agency of the twenty-first century. From the Back Cover PRAISE FOR CASTING FOR BIG IDEAS "That advertising agencies must change or die is no longer open to serious challenge. Just how they must change is another matter. Andrew Jaffe combines the knowledge of an insider with the dispassionate perception of an outsider; the clarity with which he depicts the future makes his book a survival necessity for every agency manager." ndash; Sir Martin Sorrell, CEO, WPP "Andrew Jaffe hits the nail right on the head with this one! It is long overdue for advertising agencies to change their existing models. Considering the level of creative talent that walks through agency halls, the advertising world has not been innovative with its own business. This book will force agency leaders to sit up and take notice and, hopefully, act upon some of Andrew's suggestions." ndash; Steven G. Gundersen, CEO Gundersen Partners "Andrew Jaffe shows a clear path for the advertising agency for this century. For anyone who loves advertising, this is a must-read." ndash; Peter Sealey, PhD, Former Chief Marketing Officer The Coca-Cola Company Adjunct Professor of Marketing at the Haas School of Business The University of California at Berkeley "The future is about big ideas, and being media-neutral in concept and media-infinite in potential execution. Advertising agencies that do not adapt to this reality will become irrelevant to brands and businesses. *Casting for Big Ideas* is a rallying cry to the entire communication industry." ndash; Jean-

Marie Dru, President and CEO TBWA Worldwide "An insiders' view from an expert who's seen it all, Casting for Big Ideas provides inspiring views on how we can change the ad business—from the inside. Andrew captures both the difficulty and the importance of creating a new kind of marketing communications, who's doing it right and why. A thoroughly engaging read." —Bob Schmetterer, Chairman and Chief Executive Officer EURO RSCG Worldwide