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Goodvertising: Creative Advertising That Cares

By Thomas Kolster

Thames & Hudson Ltd. Hardback. Book Condition: new. BRAND NEW, Goodvertising: Creative Advertising That Cares, Thomas Kolster, Can advertising be a force for good? Can it bring about positive social or environmental change? Should it tell the truth about a brand? With today's consumers being more informed, empowered and ethically minded than ever, advertising needs to do all those things and more. Organized around 10 Commitment chapters, "Goodvertising" showcases outstanding creative work from over 120 campaigns from around the world that communicate that the client is actively being and doing good. Each campaign is from a leading agency working in the full spectrum of media channels for an international array of clients including Unilever, Coca-Cola, Ben & Jerry's, Nike, Tropicana, Volkswagen, Fiat, Levis, Toyota, Honda, Sainsburys, Microsoft and IKEA, and charities including Greenpeace, Amnesty International, PETA and WWF. For any advertising or branding professional, this timely and much-needed book will provide inspiration and insights into how being good doesn't lead to dull advertising.



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