

Advertising Now! TV commercial



As Seen On TV! From Apple to VW, the very best of today's television commercials

For anyone interested in inventive commercials, this book covers the best contemporary examples from around the world. The very best TV commercials are masterpieces of the art, 30- or 60-second films that make us think, and rethink our attitudes towards a certain brand, product or service. Whether it's selling the latest Nike sneaker or raising awareness about the danger of speeding, a commercial must communicate its message in under a minute, and only the sharpest creative minds achieve the perfect balance of novelty, entertainment, information and emotional impact. This book-and-DVD package gathers many of the world's best commercials of recent years, in chapters organized by subjects, such as food & beverage, health & beauty, social & political, technology, and transport. Also included are screenshots, descriptions of each spot, and a credit list. Over 80 commercials featured in the book are included on the accompanying DVD.

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