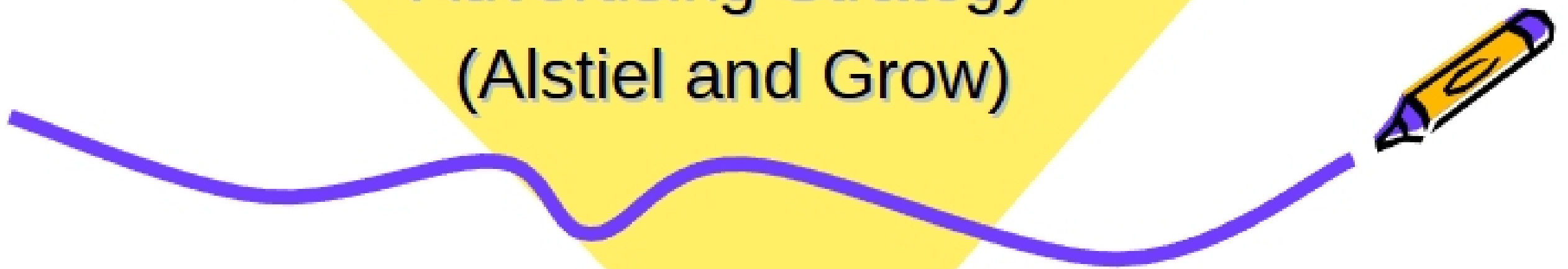


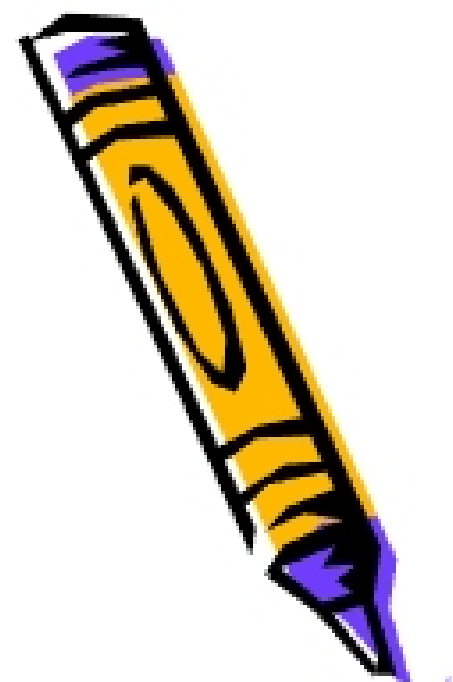
# Concepting (What's the Big Idea?)

Advertising Strategy  
(Alstiel and Grow)



# How to Be Creative (Concepting Strategies)

- Two different methods:
  - Adapt the strategy to the creative
  - Make the creative to the strategy



# Working Backward

- Pitching new business: (We don't know much about your business, but we can do wacky stuff)
- Portfolio padding: (The ad looks great, and no one will know if it really didn't sell anything)
- Awards competition
- Advertising class work (This was the only decent picture I could find so I built my ad around it)

