

The Creative Side and Message Strategy

Part 4: *Effective Advertising Messages*

Chapter 12

Effective Advertising Messages

- Part 4 examines breakthrough advertising, and how creatives are developing messages people want to watch and read

Chapter Outline

- I. Chapter Key Points
- II. The Art and Science of Creative Advertising
- III. Creative Strategy
- IV. Facets of Creative Strategy
- V. Planning and Managing Creative Strategy