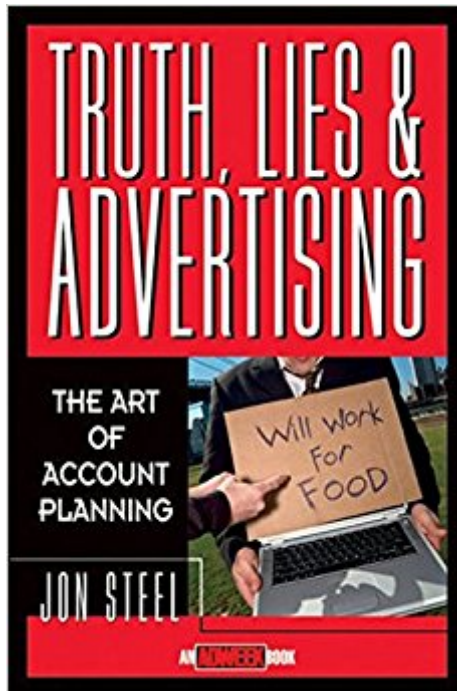




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Truth, Lies, And Advertising: The Art Of Account Planning



Synopsis

"Account planning exists for the sole purpose of creating advertising that truly connects with consumers. While many in the industry are still dissecting consumer behavior, extrapolating demographic trends, developing complex behavioral models, and measuring Pavlovian salivary responses, Steel advocates an approach to consumer research that is based on simplicity, common sense, and creativity--an approach that gains access to consumers' hearts and minds, develops ongoing relationships with them, and, most important, embraces them as partners in the process of developing and advertising. A witty, erudite raconteur and teacher, Steel describes how successful account planners work in partnership with clients, consumer, and agency creatives. He criticizes research practices that, far from creating relationships, drive a wedge between agencies and the people they aim to persuade; he suggests new ways of approaching research to cut through the BS and get people to show their true selves; and he shows how the right research, when translated into a motivating and inspiring brief, can be the catalyst for great creative ideas. He draws upon his own experiences and those of colleagues in the United States and abroad to illustrate those points, and includes examples of some of the most successful campaigns in recent years, including Polaroid, Norwegian Cruise Line, Porsche, Isuzu, "got milk?" and others. The message of this book is that well-thought-out account planning results in better, more effective marketing and advertising for both agencies and clients. And also makes an evening in front of the television easier to bear for the population at large."

Book Information

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Customer Reviews

Jay Chiat, founder of the prestigious Chiat/Day advertising agency (which created campaigns for the Energizer Bunny and Fruitopia) called it "The best new-business tool ever invented." A newly defined discipline that combines aspects of four traditionally separate areas of advertising and marketing, account planning is one of the hottest topics in advertising today. This book by account planning pioneer Jon Steel provides advertising professionals and marketers with their first practical look at a tool that is reshaping the ad industry.

"Jon Steel is one of the great practitioners in advertising today. This book captures the essence of how to understand and connect with other human beings -- not just to sell them something, but to create strong, long-lasting brand connections. It should be required reading for all planners, creative people, and account people." -- Lee Clow, Chairman of TBWA Chiat/Day, Chief Creative Officer, Worldwide "A very smart, very funny look at what works, what doesn't, and why, in the sometimes maddening, sometimes inspiring business of advertising. One of the brightest books about the subject in a long, long time." -- Geoffrey Frost, Director of Global Advertising, Nike Inc. "Jon Steel is one of the top five account planners in the world. The depth and breadth of this book reflects his vast personal experience and exceptional talent. It's not just a great book about account planning, it's a great book about advertising."-- Jane Newman, Partner, Director of Strategic Planning, Markley, Newman, Harty "The beauty of this book is that it discusses the theories and practice of one of the brightest minds in advertising today, yet never loses its irreverent tone. It's a great book for the advertising industry and a must read for planners."-- Rob White, Director of Planning, Fallon McElligott "... I was glued to Jon's book. Best practice, common sense, and extraordinary intelligence throughout."-- David Wheldon, President, BBDO Europe "Jon Steel's book is the perfect insight into a discipline that for some time has been misunderstood, misused, and maligned by most agencies and clients in the U.S. So, run it up the flag pole, put it to groups, check it against the norms, the answer is the same -- Truth, Lies, and Advertising should be read by anyone who has to make or approve advertising."-- Rick Boyko, President, Chief Creative Officer, Ogilvy & Mather, New York

This book is such a great resource for students in advertising - especially for those of you out there pursuing account planning and strategic thinking. This book offers amazing insight into the entire process from ideation to brief writing. Loved the use of case studies throughout the book because they offered very tangible evidence of the ideas he argues throughout. I would highly recommend this book to anyone wanting clarification on what exactly strategy and account planning is all about.

I had to buy this for class and I ended up actually reading it cover to cover. It is a really good book.

It's a good, holistic book that will help paint a picture of what you need to learn about advertising. But it is from a very strong and particular perspective and does feel outdated at some parts. Still a good read though to fill out your advertising persona, would recommend.

This book is an answer to those false pundits who cry out that advertising is dead. This book shows why BAD advertising fails, yet it also shows how GREAT advertising can be strategically conceived and employed to generate measurable, quantifiable results. Consequently, Truth, Lies & Advertising is an essential, must-read for anyone who wants to maximize their return on the money invested in advertising... and it's a must-own addition to any advertising, marketing or business library. Forget that Steel is writing about an advertising agency discipline called 'account' planning. The lessons herein are much more important than that! A more descriptive term, and one that might gain Steel's ideas more universal acceptance, would be, 'brand' planning, which is exactly what Jon Steel describes. In other words, Steel advocates a strategic process for planning how you listen and communicate with customers...thereby profiting from a mutually beneficial relationship. In the process, Steel debunks many myths including the infallibility of "research". In fact he demonstrates that ill-conceived research, or research that's poorly conducted can lead us to absolutely wrong conclusions. The book is filled with humorous, but true misadventures of qualitative and quantitative research that's gone terribly wrong. More than anything, this book makes the case for quality listening. If you ask the right questions, in the correct environment and at the right time, customers will tell you exactly what will positively motivate them. And if you use, but don't abuse, that information you will be able to deliver genuine value and prosper as a result.

In a time when all the pundits are crying about the "end of advertising" or the "rise of P/R", Steel's book is one of the very best books on advertising that's ever been written and it's the definitive book on account planning. While many books decry the effectiveness of advertising, they are truly only pointing out that bad advertising is a waste of money. Anyone can write about that. But, the trick is knowing how to create great advertising that sells a product and generates a profitable return on the money invested in the marketing effort! Everyone who's ever practiced advertising makes claims to being a "strategist", but Steel takes marketing strategy to new levels. To start with, he exposes many of the lies, myths and platitudes that run rampant through this discipline. In particular, he

shows how well-intentioned "research" can actually mislead the advertising practitioner if the research isn't properly conceived, conducted and analyzed. In the end, it takes listening, insight, awareness and talent to see through these "true lies". But fear not, the book lays out a clear and understandable methodology about how to look at a company, its products, services, benefits, competitors and markets. It gives straight forward advice on how to create a no-nonsense plan that will actually work! And it illustrates these points with anecdotes and stories that are entertaining and enlightening. In the end, it does not matter how "creative" an ad may be. What matters is the return you get on your marketing investment! If you read this book, you'll be well on your way.

Another Outsource Marketing firm favorite! A great book about communication planning written by Jon Steel, the Brit who heads account planning for Goodby Silverstein & Partners. Steel and his agency are best known for developing the "got milk?" campaign. *Truth, Lies & Advertising* describes the process of gathering consumer insights and turning them into potent communications. It offers great advice about developing advertising objectives, using consumer research, and working with creative people. Steel writes with enthusiasm and sympathy for the creative process, but he's also savvy about business realities and committed to results. If you've ever struggled to reconcile the art of creative with the science of business, this book should interest you.

whether if you're working in strategy or not, it gives many hints to work on your strategic point of view. fully recommended

Jon Steel clearly explains what account planning is and more importantly, why it's important. Regardless if you're on the creative side or the account side, this book is loaded with insights. Entertaining, too. It's a book I will refer to again and again. Yes, the game has changed and will continue to change, but there are basic procedures that will remain. I highly recommend this book to agencies and clients alike.

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