



Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads

By Luke Sullivan, Sam Bennett, Edward Boches

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The classic (and irreverent) bestselling guide to creating great advertising

Hey Whipple, Squeeze This has inspired a generation of ad students, copywriters, and young creatives to make their mark in the industry. But students need new guidance to ply their craft now in the digital world. This new fourth edition explains how to bring brand stories into interactive, dynamic places online, in addition to traditional television, radio, print, and outdoor ads.

Creativity is still king, but this new edition contains:

- Important new chapters and updates that bring Whipple into the new digital world
- New content and examples for how to use social media and other emerging platforms
- Illustrate what's changing in the new world of advertising—and what isn't

Hey Whipple, Squeeze This! will help sharpen your writing chops, unleash your creativity, and help raise the level of your work from hack to master craftsman.

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Editorial Review

From the Back Cover

Updated fourth edition of the best-selling guide now covers all media: digital, social, and traditional

Veteran copywriter Luke Sullivan returns with a nearly all-new fourth edition of his classic guide to advertising. Part how-to and part exposé, *Hey Whipple, Squeeze This!* is an insider's guide to coming up with great ideas as well as an unapologetic send-up of all that's heavy-handed, dim-witted, and ineffectual in the industry.

Updated to cover the digital revolution in advertising, this *Fourth Edition* now includes good examples and best practices in all the new and emerging media: from social media to traditional, direct marketing to experiential, outdoor advertising to mobile. You'll get authoritative advice and guidelines on creating great ideas for both digital and traditional media, all while Sullivan regales you with hilarious industry war stories.

Praise for the first edition

"Luke Sullivan writes a perfect lesson in advertising for newcomers—and a familiar and laughably painful reminiscence for those of us entrenched in this noble and often crazy profession."

—**Lee Clow**, Chairman and Global Director, TBWAWorldwide

"This business is changing like crazy, but Luke Sullivan's advice is timeless. If you're good at advertising, this book will make you better. If you're great, it'll make you greater."

—**Mike Hughes**, President, The Martin Agency

"Luke's reflections on the advertising industry make me wish I could do it all over again. Except for that 'scab' story in Chapter 11."

—**Bob Barrie**, Barrie D'Rozario Murphy

Additional material on heywhipple.com

About the Author

Luke Sullivan is an award-winning copywriter with over thirty-three years of experience in the business at some of the elite agencies in America—Fallon, The Martin Agency, and GSD&M. He has more than twenty medals to his credit in the prestigious One Show, the Oscars of the ad business, and now chairs the advertising department at the Savannah College of Art and Design.

Sam Bennett is a digital strategist at GSD&M in Austin. She began her career in digital at T3 before coming to GSD&M, where she's managed accounts of national brands like Walmart, John Deere, and BMW. For the last three years, she's focused solely on the digital strategy for Marshalls, Legacy, and Jarritos, as well as for the agency itself.

Users Review

From reader reviews:

James Kline:

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