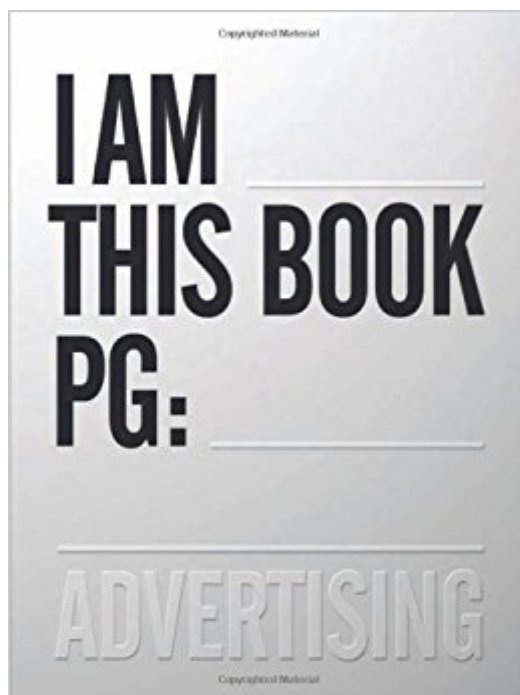


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I AM This Book PG: (One Show)



Synopsis

Great advertising and design can make the world stop and think. It can make people listen. And, sometimes it can even change a person's life. The One Show celebrates all of the qualities that go into making a successful ad campaign or design. Considered by many to be the benchmark in advertising annuals, this year's edition features the very best work from around the world from the 2007 One Show and One Show Design contests. In these pages are more than 1,600 four-color images from the finalists and winning entries, insider perspectives from the Gold Pencil winners, a spotlight on the Client of the Year, the college competition winners, and a look into the judging process with a Judge's Choice section. Lavishly produced with full-color throughout, this book is the must-have annual for creatives, clients, students, and anyone interested in advertising and design. Categories covered include print, design, integrated branding, television, and radio. Known among creatives and designers in the advertising industry as THE book to have, with 29 years of legacy

Book Information

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Customer Reviews

The One Club for Art and Copy is a nonprofit organization founded in 1975 to recognize and promote creative excellence in advertising. Through its publications, exhibitions, and awards competitions it seeks to inform and educate both the public and advertising professionals about the intrinsic value of creative standards in advertising. The One Club fosters the next generation of advertising professionals through scholarships, portfolio reviews, and the annual exhibition of

student work.

Once the pride of the creative advertising community the One Show has long been a favorite. In recent years the proliferation of fake entries, and winners, has brought down this trusted resource. Fake ads have long been part of this collection but not in the numbers seen this year. While there are several great pieces of work it's disappointing to see this development / decline.

Ok, we have a bunch of advertising festivals. Some are good, some are bad. I think the One Show is the best one around. It's annual book is really good. If you are getting just one advertising book this year, pick this one. I only wish that the dvd came with the awarded tv spots....

If you plan on reading the creative in this book, you might want to invest in a Sherlock Holmes-esque magnifying glass (and maybe the hat for fun). Better yet, save your 40-some-odd bucks and pick up the Design Annual instead. Thoroughly, thoroughly disappointing edition.

Some really good ads. Nice ideas. But I was hoping it would be full of ideas you wished you had thought of. Still inspiring.

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