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Hegarty on Advertising

John Hegarty

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A look into what lies behind great ideas and brilliant advertising, told by one of the industry's leading players.

What makes a great idea? How does one best pitch to a prospective client? What effect will new technology have on advertising? Written by one of the world’s leading advertising creatives, *Hegarty on Advertising* contains over four decades of wisdom and insight from the man behind hugely effective and influential campaigns for brands such as Levi Strauss, Audi, and Unilever.

The book is both an advertising credo and a brilliantly entertaining memoir. The first part offers John Hegarty’s personal insights and advice on the advertising business: Ideas, Brands, The Agency, Briefs, Pitching, Storytelling, and Technology. In the second part, Hegarty talks about his own career and experiences, from his early days working with Charles Saatchi to the founding of Bartle Bogle Hegarty (BBH) in 1982 and its rise to global renown with offices in London, New York, Singapore, Shanghai, Mumbai, and Sao Paulo. 50 color illustrations

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