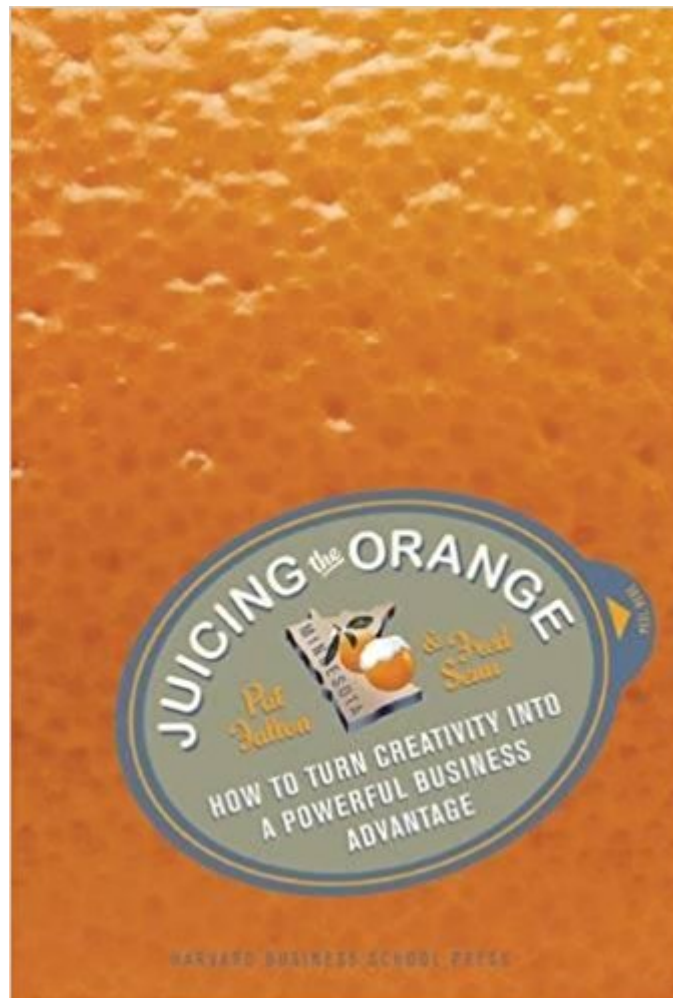




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Juicing The Orange: How To Turn Creativity Into A Powerful Business Advantage



Synopsis

Too many companies think creativity means throwing money into marketing efforts and giving lip service to "out of the box" thinking. But such efforts rarely have a positive impact on the bottom line. Pat Fallon and Fred Senn argue that leaders have more creativity within their organizations than they realize; but they inadvertently stifle it or channel it in ineffective ways. *Juicing the Orange* outlines a disciplined approach to building creativity actively into the organizational culture and leveraging that creativity into campaigns that deliver measurable results. Drawing from 25 years of successful marketing and acclaimed, award-winning work, the authors show that bankable, creative ideas come from zeroing in on the one key business problem that must be solved and then rigorously unearthing insights that will lead to a spectacular solution. Behind-the-scenes stories of successful and failed campaigns for companies in diverse industries reveal the core secrets of training for creativity: develop a proprietary brand emotion, offer big ideas without a big budget, and get customers to seek out your message. Illustrating the link between creativity and profits, *Juicing the Orange* helps industry players measure their success at the cash register.

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Customer Reviews

In a vivid look at some of the most creative and successful ad campaigns of the last 25 years, the founders of Fallon Worldwide chronicle the ways that "creative leverage"-the "daily practice of making creativity actionable and accountable for changing consumer behavior"-to bear in high-stakes, enterprise-critical situations. In doing so themselves, Fallon and Senn have helped

clients capture markets, redefine consumer perceptions, and recover from disaster-all while generating enormous revenue. Citibank's "life is more than just money" aphorisms, United Airlines' animated vignettes, Holiday Inn's campy one liner, and Lee Jean's ironic hipster mascot, Buddy, demonstrate how fearless commitment to the creative approach finds the market sweet spot others missed. Each chapter treats a single campaign in depth, building as it progresses toward a complete working definition of creative leverage. The self-promotion of the introduction may put some readers off, but it is short-lived; the rest of the book drops the bragging and allows the campaigns to speak for themselves. Specialists in marketing and advertising will find the book appealing, and professionals of all stripes should find it useful. But general readers interested in going behind the scenes of these memorable campaigns-or of ad work in general-will find much to enjoy here. Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

"...gently entertaining and offers some examples of fine work, but I was equally impressed by Fallon's integrity, too." -- The Miami Herald, by Richard Pachter, August 7, 2006"...the authors are candid...and show us the practicalities of assembling a brilliant ad campaign." -- The Boston Globe, November 12, 2006"For people in the ad business and marketing a brand, it's a very worthwhile read." -- BusinessWeek, July 5, 2006"The best [of new books on creativity]...There are many good things about this book...engaging...solid." -- The New York Times, July 2, 2006"…a newly mature approach to advertising...passionately committed to the primacy of the idea,...coolly analytical and fiercely results-driven." -- Advertising Age, by Randall Rothenberg, August 6, 2006...they show how to leverage brand and image across categories. The result: More juice from the orange. -- Chicago TribuneIn Juicing the Orange, Pat Fallon and Fred Senn offer insight leveraging the elusive quality of creativity in measurable ways. -- Houston ChronicleLet people know how smart you are...Then add that you read Juicing the Orange. -- The Boston Globe

I didn't get much out of this. The dollar-scale of the companies involved (United, BMW, Citibank. Lee Jeans, EDS, etc.) made any useful take-aways quite rare. The stories were entertaining, and there is much genius in the creativity shown by Fallon but none of it resonated. To me, it seemed like a very long advertorial.Unless you are a Fortune 500 company or marketing to Fortune 500 companies you would be much better off with Blaine and Honey Parker's Billion Dollar BrandingBillion-Dollar Branding: Brand Your Small Business Like a Big Business and Make Great Things Happen

Besides producing some of the best advertising of his generation, Pat Fallon has written a book that is very, very relevant to our marketing environment here in 2014. Look at Apple, Sony, Ikea, or Bang & Olufsen, and you see firm's that believe that design (visual, product and marketing) can be a business advantage. This is a great book. You create advertising, marketing or need to create a long-lasting powerful brand? Read anything Pat Fallon has written. This one first. Then find "25 Years of Fallon".

True or false: is advertising obsolete? Fallon and Senn say true---unless it changes. And they go about showing how it must change in recounting their best campaigns (with some intellectual honesty in mentioning their losers). The Big Ideas: don't steal a competitor's emotion, find your own; ads must bear an A to B connection in more revenue generation; take risks to survive because incremental change will kill you. The chapter on Lee Jeans is one of the best: trust the focus groups when they have passion (here, teenagers want to feel indestructible in their jeans); don't ape the competition (the strong desire to be sexy like Levi's); don't be afraid to go to your roots (here, bring back a doll icon from the company's past); and know, above all else, that emotions drive decisions---the reason is tacked on later. They also talk about how they run their shop---fire prima donna employees or unreasonable clients; understand what is worth fighting over; understand that creativity is team driven; believe in a few core idea and push them over and again.

This is one of my favorite marketing/advertising books. It is an easy read of great case studies.

Book is in really great shape. Exceeded my expectations

Met my expectations.

I bought this so long ago for my college age daughter, I am assuming it was read and digested by now since she is now 27!

Book looks like new!! perfect thx!

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