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The One Show, Vol 27: Advertising's Best Print, Design, Radio, And TV (One Show Annual)



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. One Show Annual 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 2005 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.

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.

They call this thing "the premiere international advertising award show." They say it "sets the industry standard for creative excellence with categories including print, television radio, outdoor, innovative media and marketing, and integrated branding." Well I say to them, "If that's so, where the hell is Ian Fairbrother's work!?!?!?" You may remember Fairbrother from last year's annual, page number: 514. Though not as widely known as 'cog' (they have a pr team he doesn't), his work inspired and expanded the mind of agency executives and creatives everywhere. Fairbrother's work made us laugh, it made us cry, it reminded us what it's like to be human. Does any work in the One Show, Vol 27 do that for us in this annual? Sadly, no. I bought this annual because I wanted to see more from the brilliant copywriter that stole my heart and my mind in issue 26. I bought it because I wanted to believe in advertising again. But I was ultimately and tragically disappointed. So if you're looking for Fairbrother, purchase not this book. Instead, look to the sun. Yes, up, up, up to the very brightest spot on that great burning star of ours. Stare at it nakedly. Only then will you see him, The Copywriter, the only one with the power to save this industry from its inevitable doom. God help us in Volume 28... Fairbrother help us...

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