



## Truth, Lies, and Advertising: The Art of Account Planning

By Jon Steel



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"Account planning exists for the sole purpose of creating advertising that truly connects with consumers. While many in the industry are still dissecting consumer behavior, extrapolating demographic trends, developing complex behavioral models, and measuring Pavlovian salivary responses, Steel advocates an approach to consumer research that is based on simplicity, common sense, and creativity--an approach that gains access to consumers' hearts and minds, develops ongoing relationships with them, and, most important, embraces them as partners in the process of developing and advertising.

A witty, erudite raconteur and teacher, Steel describes how successful account planners work in partnership with clients, consumer, and agency creatives. He criticizes research practices that, far from creating relationships, drive a wedge between agencies and the people they aim to persuade; he suggests new ways of approaching research to cut through the BS and get people to show their true selves; and he shows how the right research, when translated into a motivating and inspiring brief, can be the catalyst for great creative ideas. He draws upon his own experiences and those of colleagues in the United States and abroad to illustrate those points, and includes examples of some of the most successful campaigns in recent years, including Polaroid, Norwegian Cruise Line, Porsche, Isuzu, "got milk?" and others.

The message of this book is that well-thought-out account planning results in better, more effective marketing and advertising for both agencies and clients. And also makes an evening in front of the television easier to bear for the population at large."

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### Editorial Review

#### From the Publisher

Jay Chiat, founder of the prestigious Chiat/Day advertising agency (which created campaigns for the Energizer Bunny and Fruitopia) called it "The best new-business tool ever invented." A newly defined discipline that combines aspects of four traditionally separate areas of advertising and marketing, account planning is one of the hottest topics in advertising today. This book by account planning pioneer Jon Steel provides advertising professionals and marketers with their first practical look at a tool that is reshaping the ad industry.

#### From the Back Cover

"Jon Steel is one of the great practitioners in advertising today. This book captures the essence of how to understand and connect with other human beings -- not just to sell them something, but to create strong, long-lasting brand connections. **It should be required reading for all planners, creative people, and account people.**" -- Lee Clow, Chairman of TBWA Chiat/Day, Chief Creative Officer, Worldwide

"A very smart, very funny look at what works, what doesn't, and why, in the sometimes maddening, sometimes inspiring business of advertising. **One of the brightest books about the subject in a long, long time.**" -- Geoffrey Frost, Director of Global Advertising, Nike Inc.

"Jon Steel is one of the top five account planners in the world. The depth and breadth of this book reflects his vast personal experience and exceptional talent. **It's not just a great book about account planning, it's a great book about advertising.**" -- Jane Newman, Partner, Director of Strategic Planning, Markley, Newman, Harty

"The beauty of this book is that it discusses the theories and practice of one of the brightest minds in advertising today, yet never loses its irreverent tone. **It's a great book for the advertising industry and a must read for planners.**" -- Rob White, Director of Planning, Fallong McElligott

"... *I was glued to Jon's book.* Best practice, common sense, and extraordinary intelligence throughout." -- David Wheldon, President, BBDO Europe

"Jon Steel's book is the perfect insight into a discipline that for some time has been misunderstood, misused, and maligned by most agencies and clients in the U.S. So, run it up the flag pole, put it to groups, check it against the norms, the answer is the same -- **Truth, Lies, and Advertising should be read by anyone who has to make or approve advertising.**" -- Rick Boyko, President, Chief Creative Officer, Ogilvy & Mather, New York

#### About the Author

Jon Steel is Director of Account Planning and Vice Chairman at Goodby, Silverstein & Partners, an advertising agency whose clients include American Isuzu Motors, Anheuser-Busch, the California Milk Processors ("got milk?"), Hewlett-Packard, Nike, Polaroid, and Porsche. Jon began his career in advertising as a 21-year-old account planner with the English agency Boase Massimi Pollitt. By the age of 26, he was appointed to BMP's board of directors. In 1989 he left the United Kingdom to become the first Director of Account Planning at Goodby, Silverstein & Partners in San Francisco. He has been profiled by Adweek as "West Coast Executive of the Year," by Advertising Age as an "Agency Innovator," and by San Francisco

Focus as one of the 100 smartest people in the Bay Area. In 1995, Jon Steel was inducted into the American Advertising Federation's Hall of Achievement for executives under 40.

## **Users Review**

### **From reader reviews:**

#### **Graciela Tubbs:**

Truth, Lies, and Advertising: The Art of Account Planning can be one of your beginner books that are good idea. Most of us recommend that straight away because this book has good vocabulary that could increase your knowledge in language, easy to understand, bit entertaining but delivering the information. The author giving his/her effort to place every word into pleasure arrangement in writing Truth, Lies, and Advertising: The Art of Account Planning however doesn't forget the main position, giving the reader the hottest as well as based confirm resource information that maybe you can be among it. This great information may drawn you into completely new stage of crucial pondering.

#### **Michael Hale:**

Don't be worry if you are afraid that this book will probably filled the space in your house, you will get it in e-book method, more simple and reachable. That Truth, Lies, and Advertising: The Art of Account Planning can give you a lot of pals because by you checking out this one book you have factor that they don't and make an individual more like an interesting person. That book can be one of one step for you to get success. This publication offer you information that maybe your friend doesn't know, by knowing more than different make you to be great individuals. So , why hesitate? Let us have Truth, Lies, and Advertising: The Art of Account Planning.

#### **Irving Dorn:**

That publication can make you to feel relax. This book Truth, Lies, and Advertising: The Art of Account Planning was colorful and of course has pictures around. As we know that book Truth, Lies, and Advertising: The Art of Account Planning has many kinds or variety. Start from kids until teenagers. For example Naruto or Investigation company Conan you can read and think that you are the character on there. Therefore , not at all of book are usually make you bored, any it can make you feel happy, fun and unwind. Try to choose the best book for you and try to like reading that will.

#### **Sean Rusin:**

Some people said that they feel weary when they reading a book. They are directly felt it when they get a half parts of the book. You can choose the actual book Truth, Lies, and Advertising: The Art of Account Planning to make your own reading is interesting. Your personal skill of reading talent is developing when you including reading. Try to choose easy book to make you enjoy to study it and mingle the idea about book and reading especially. It is to be first opinion for you to like to open up a book and learn it. Beside that the guide Truth, Lies, and Advertising: The Art of Account Planning can to be your brand-new friend when you're experience alone and confuse with what must you're doing of this time.

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