



SWIPE FILE ~1970's~ Advertising Campaigns ... Volume VII+: Persuasive Presentations For Powerful Marketing Ideas

Franklin Scott Crawford

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For advertising copy writers and designers ... a swipe file of advertisements from the 1970's. This is Volume VII of VII. Volume I advertising categories: Food Products, Pet Food Products, Consumer Products, Personal Care Products. Volume II advertising categories: Foot Wear, Apparel, Automobiles. Volume III advertising categories: Automobile Imports, Automobile Parts & Service. Volume IV advertising categories: Tobacco Products. Volume V advertising categories: Household & Appliances, Cameras & Film, Over The Counter Medications, Insurance, Financial Services, Credit Cards & Traveler's Checks, Stocks & Bonds. Volume VI advertising categories: Beverages, Alcoholic Beverages. Volume VII+ advertising categories: Motorcycles, Oil, Natural Gas & Gasoline, Airlines, Travel, Industrial Products, Communications, Office Equipment, Computers, Television, Radio & Audio Systems, Magazines & Newspapers, Book & Music Clubs, Sports & Entertainment, Military Recruiting, Public Service, But Wait ... There's More! Each volume presents over 125 pages of powerful advertising campaigns. Volume VII is an expanded volume with 240 pages total. Scans of actual ads as printed in numerous magazines across the spectrum of general and special interests. This book gives you an anthology of proven impact. It presents a selection of print media tear sheets from important, influential & persuasive advertising campaigns from the 1970's. Specific products come and go, yet proven powerful, potent methods of persuasion and influence guided by appeals to human emotions and supported by logic and understanding have not changed. Of course, no copywriter, no art director, no creative director, no account executive on the agency side of the business, and certainly no advertising and marketing manager, no brand manager, no senior brand manager on the client side should be without a reference to what has been done in past decades to create, produce and place effective marketing messages for a wide variety of different products and services. "If you can find a better swipe file ... buy it!" Now you can own a real swipe file! SWIPE FILE ~1970's~ Advertising Campaigns ... Persuasive Presentations For Powerful Marketing Ideas ... Volume VII

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