



Game Changers: The Evolution of Advertising

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Game Changers: The Evolution of Advertising From Taschen

Where great ideas come to roar: The campaigns that changed the advertising industry forever

A celebration of “the misfits, the rebels, the troublemakers, the round pegs in the square holes” who have never stopped redefining the business of creative communications, this book marks the 60th birthday of the Cannes Lions Festival of Creativity. From Volkswagen’s “Think Small” to the “Nike Fuelband” to Levi’s “Laundrette” and Burger King’s “Subservient Chicken,” this book looks at **the history behind some 150 pieces** of work to ask how and why those who “Just Do It” did it.

Edited by Cannes Lions with Peter Russell and Senta Slingerland, with an **introduction by Arianna Huffington and eyewitness accounts from the likes of Paula Green, Jeff Goodby, David Bailey, Lee Clow, Aaron Koblin, David Droga, Sir John Hegarty, and Lord Bell**, this is the first definitive history of how advertising got from there to here, and where it’s going next.

The **Cannes Lions International Festival of Creativity** is a long-established global benchmark for excellence in creative communications. Launched in 1954, the annual festival hosts more than 12,000 delegates from the creative and media industries, as well as advertisers, technologists and entrepreneurs, for a week-long series of seminars, exhibitions, and award shows. Around 36,000 campaigns are entered into the Festival each year in different categories including film, design, PR and digital, all vying for the much-coveted Lion trophy.

Text in English, French, and German



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Editorial Review

About the Author

Peter Russell studied as a lawyer before learning his craft as a writer and editor under Sir John Hegarty at BBH, David Abbott at AMVBBDO and the late Paul Arden at Saatchi & Saatchi. He lives in Brussels and works as a creative director at peterrussell.be.

Senta Slingerland is the Head of Creative & Digital at Cannes Lions. With a background in journalism and production, she runs the creative and digital strategies across the Lions Festivals group.

Users Review

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Peter Tesch:

This Game Changers: The Evolution of Advertising book is simply not ordinary book, you have after that it the world is in your hands. The benefit you receive by reading this book will be information inside this publication incredible fresh, you will get details which is getting deeper a person read a lot of information you will get. This particular Game Changers: The Evolution of Advertising without we understand teach the one who studying it become critical in imagining and analyzing. Don't be worry Game Changers: The Evolution of Advertising can bring once you are and not make your bag space or bookshelves' grow to be full because you can have it in the lovely laptop even cellphone. This Game Changers: The Evolution of Advertising having very good arrangement in word along with layout, so you will not sense uninterested in reading.

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