

**S E L L I N G**

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**I C E T O**

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**E S K I M O S**

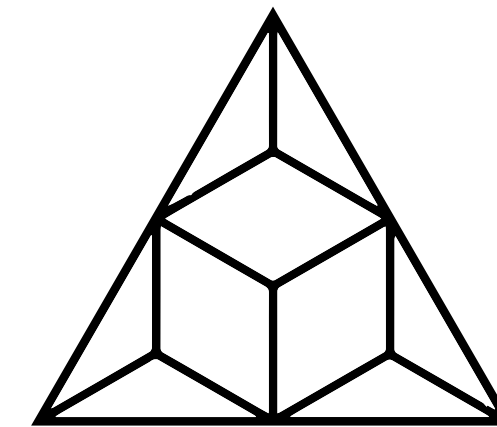
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**T H E S T O R Y O F H O W A N A D V E R T I S C R E A T E D**

**Advertising Agency**



**Client**



**BRITISH ICE**

Firstly, the Strategist has to decide where our product sits in the marketplace, and decide what it is that we think the public wants to know.

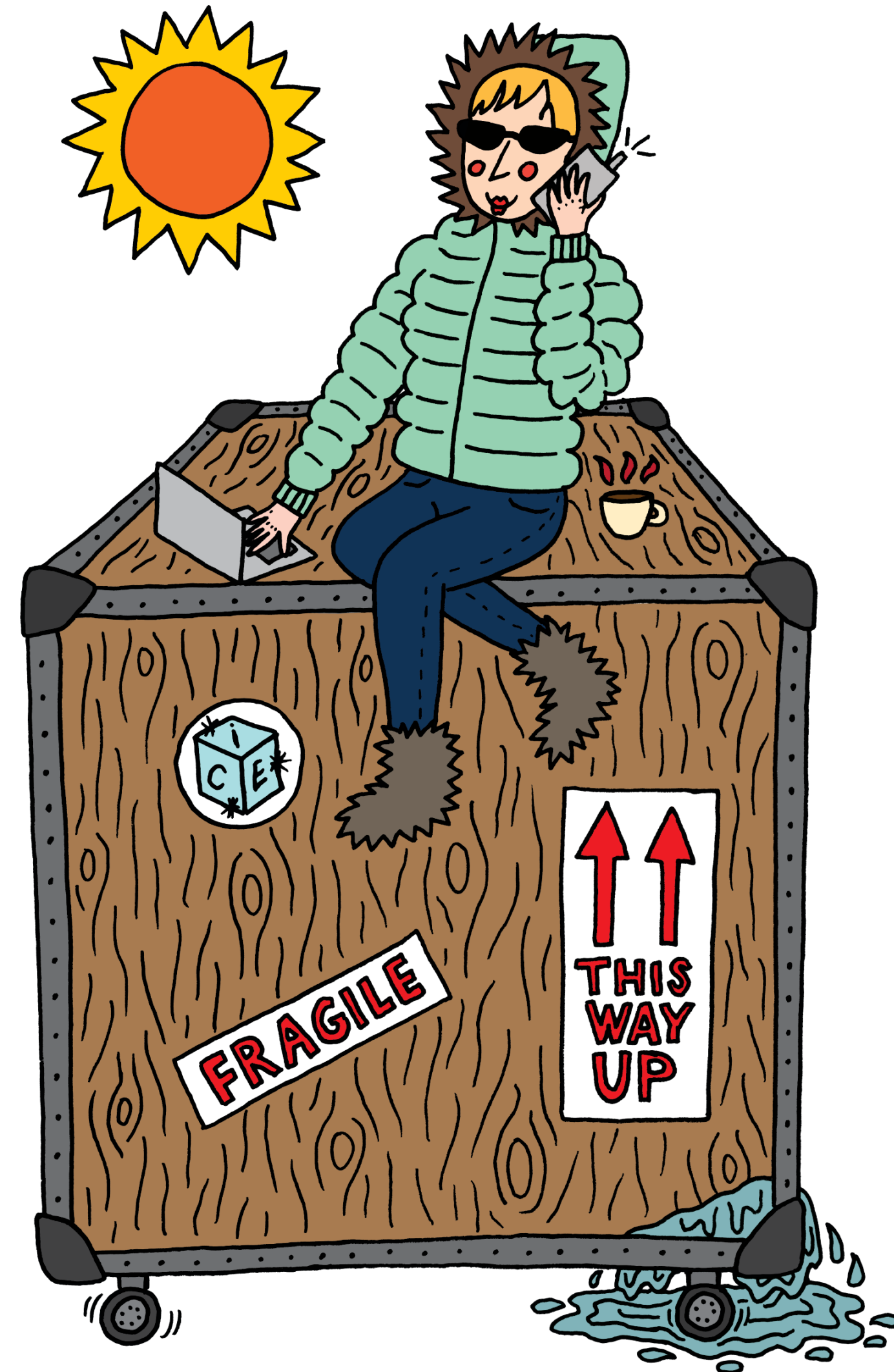
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**Next, it's the job of the Writer & Art Director in the Creative Department to find a way to impart the strategy in the most memorable way.**

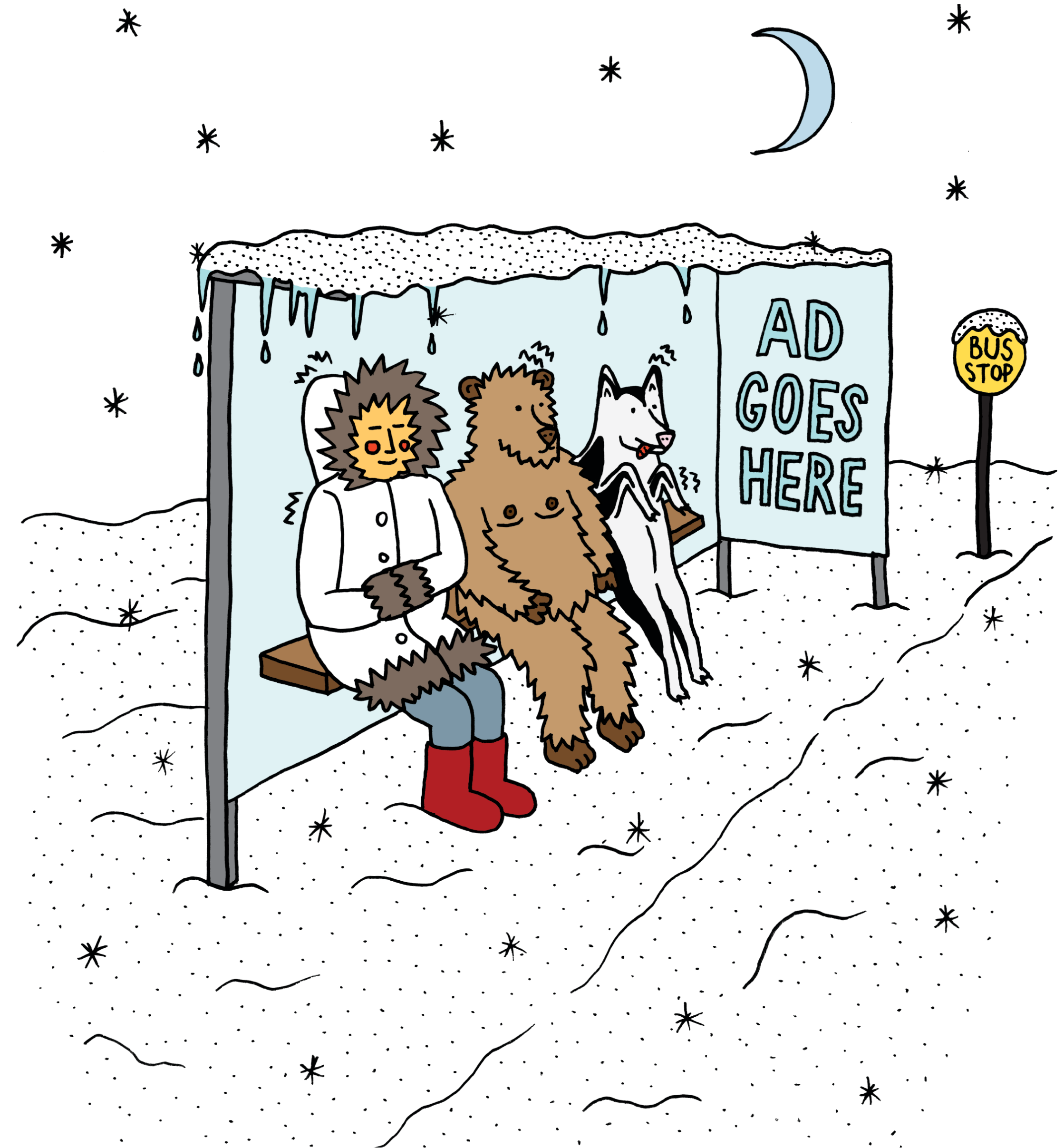
Once we've agreed with our client that the strategy and creative route are right, it's up to the producer to actually make the work.

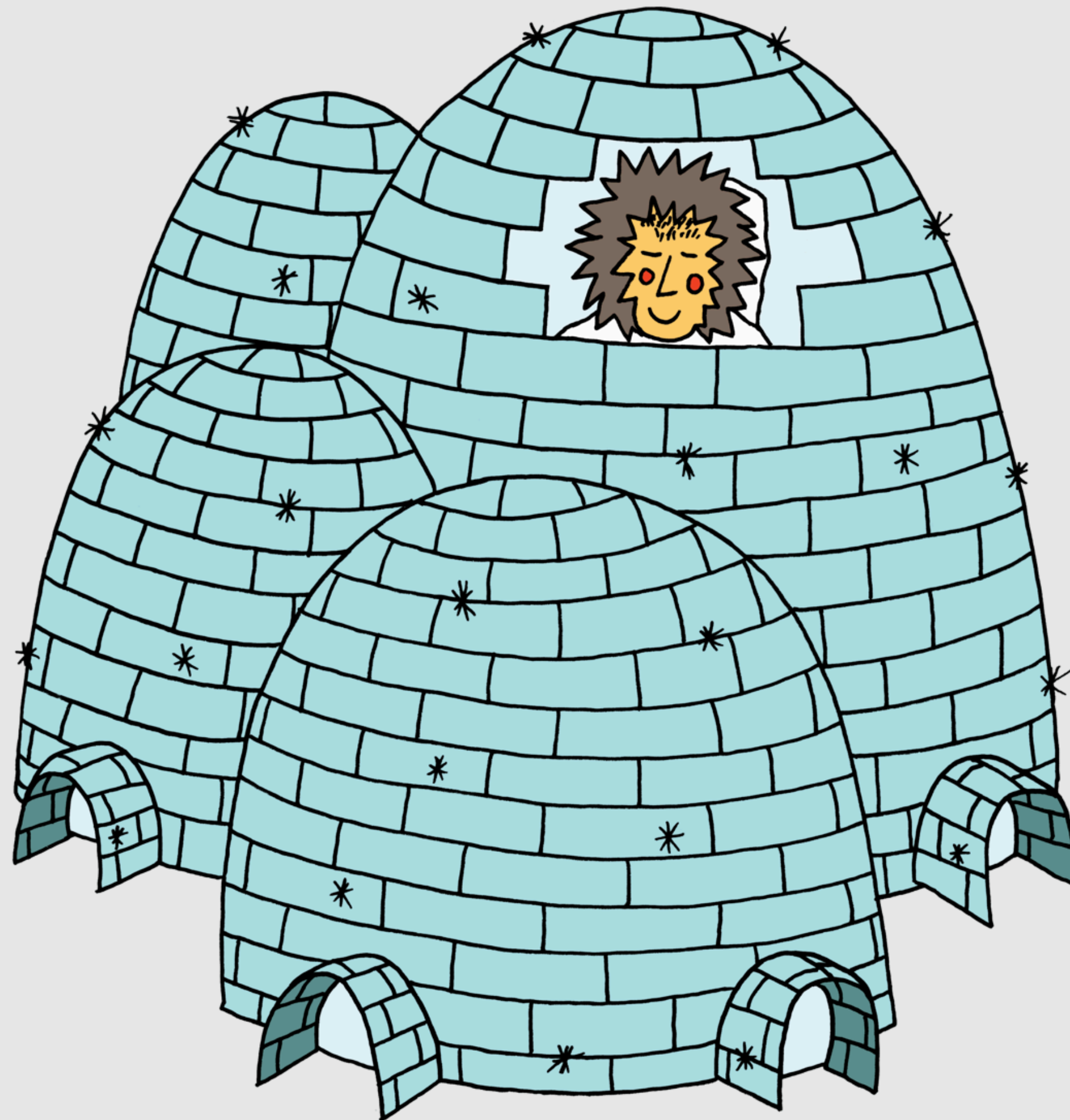




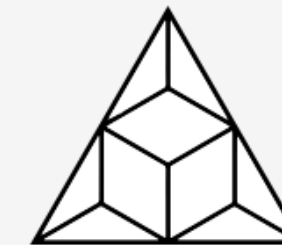
Throughout the entire process of an ad getting made, the Account Manager is responsible for making sure the process goes smoothly.

On an agreed date the campaign will go live. This means it will launch and be visible to the public.





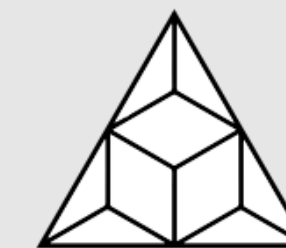
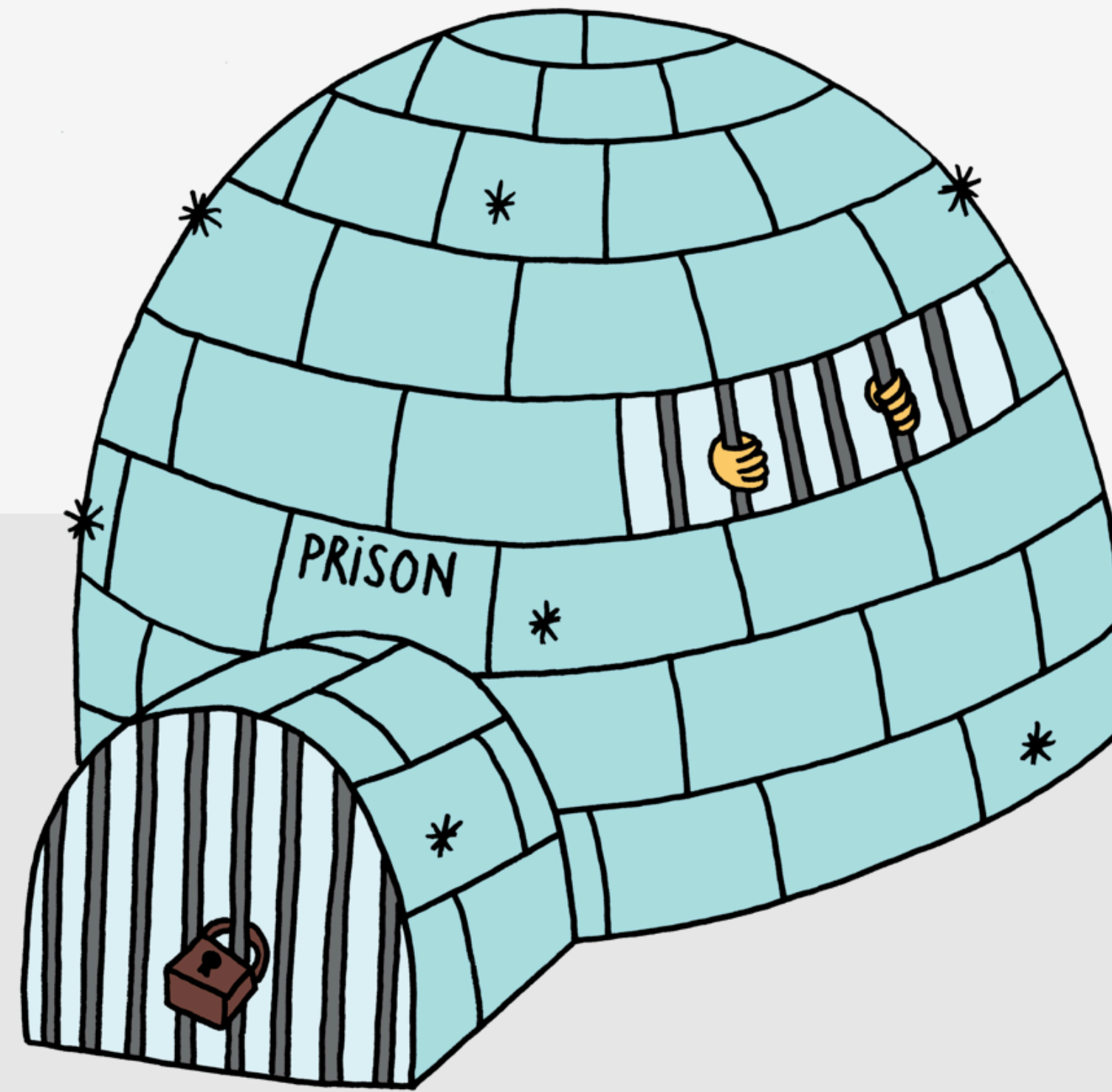
# DREAM BIG



BRITISH ICE  
**IS BETTER ICE**

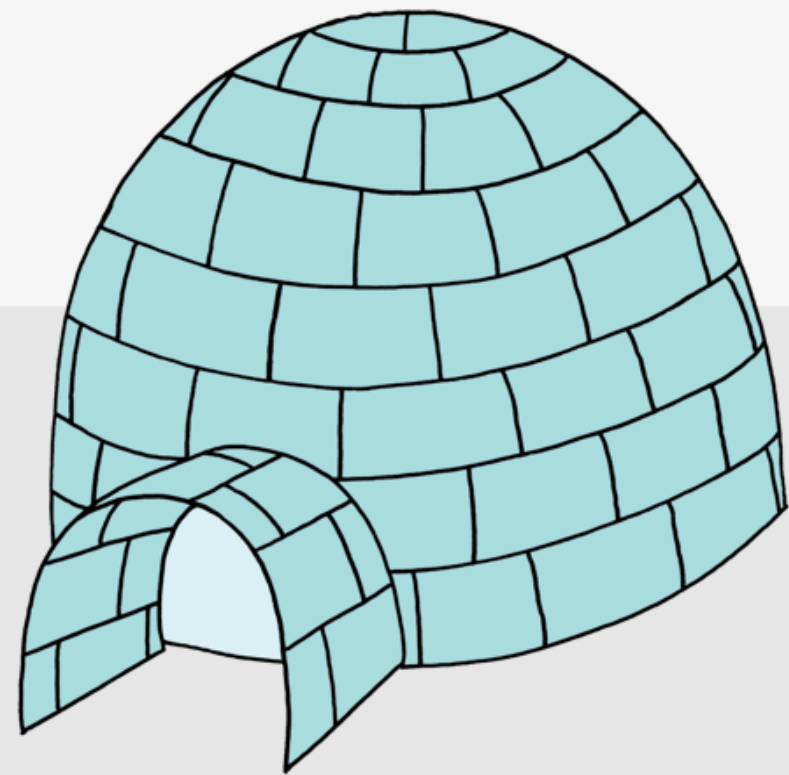
This is an example of what a poster could look like.

**STRENGTH  
YOU CAN  
RELY ON**

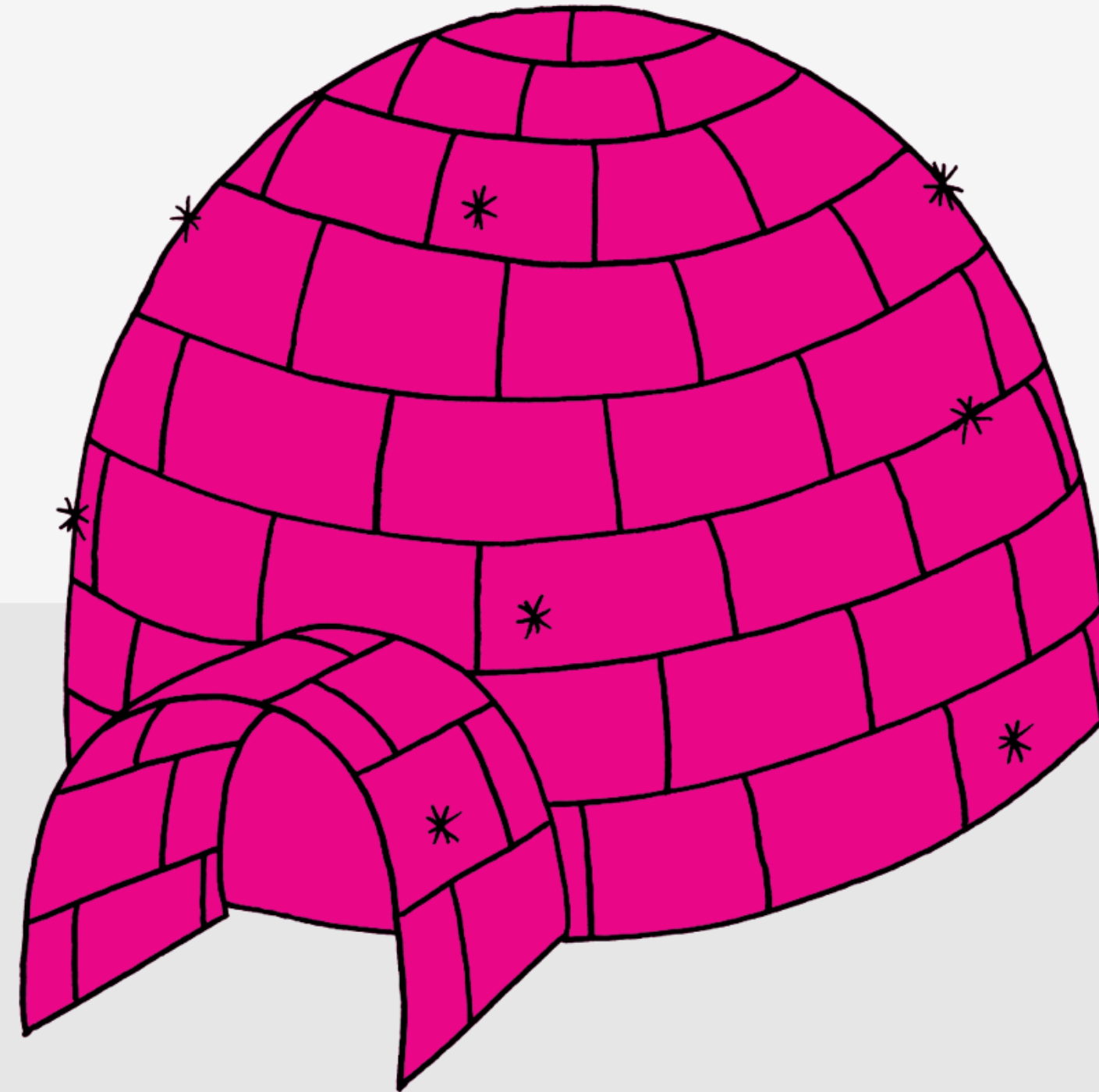


BRITISH ICE  
**IS BETTER ICE**

All the posters in a campaign will have the same endline, but each one could highlight different benefits for the consumer.



**WHY BE DULL?**

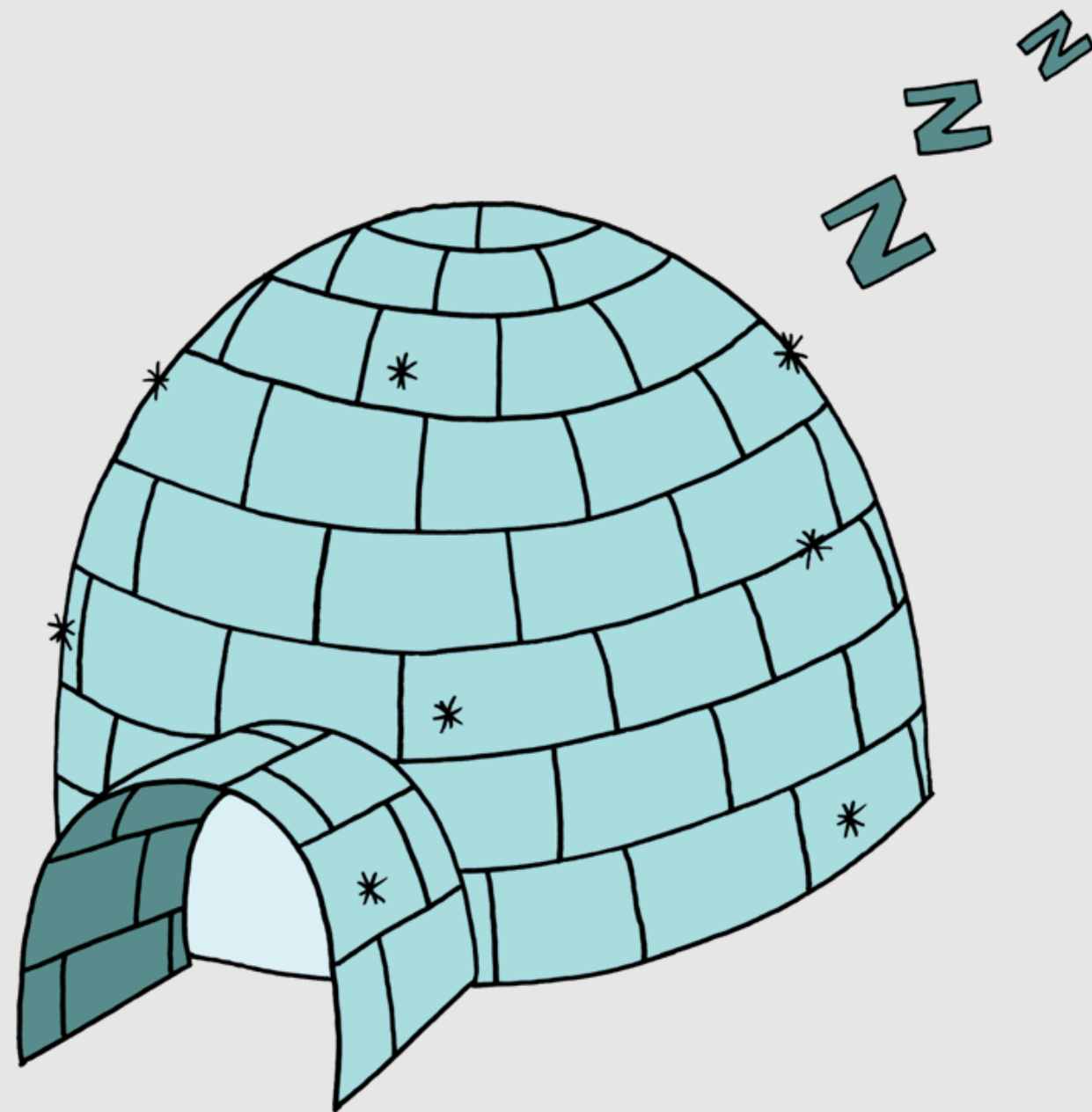


**BUY COLOUR ICE<sup>®</sup>**

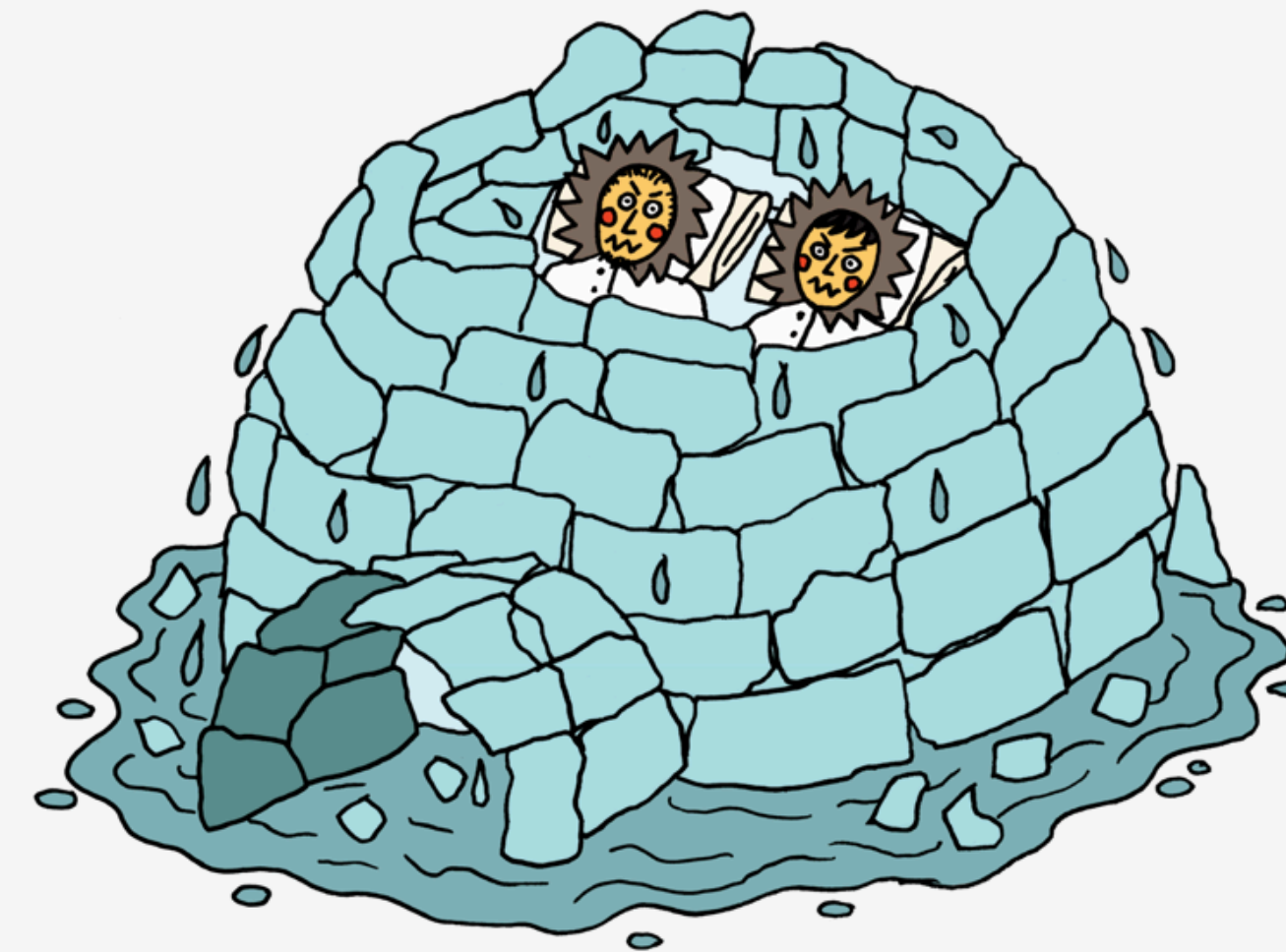


BRITISH ICE  
**IS BETTER ICE**

Some posters could show the benefits of product variations.



**BRITISH ICE**



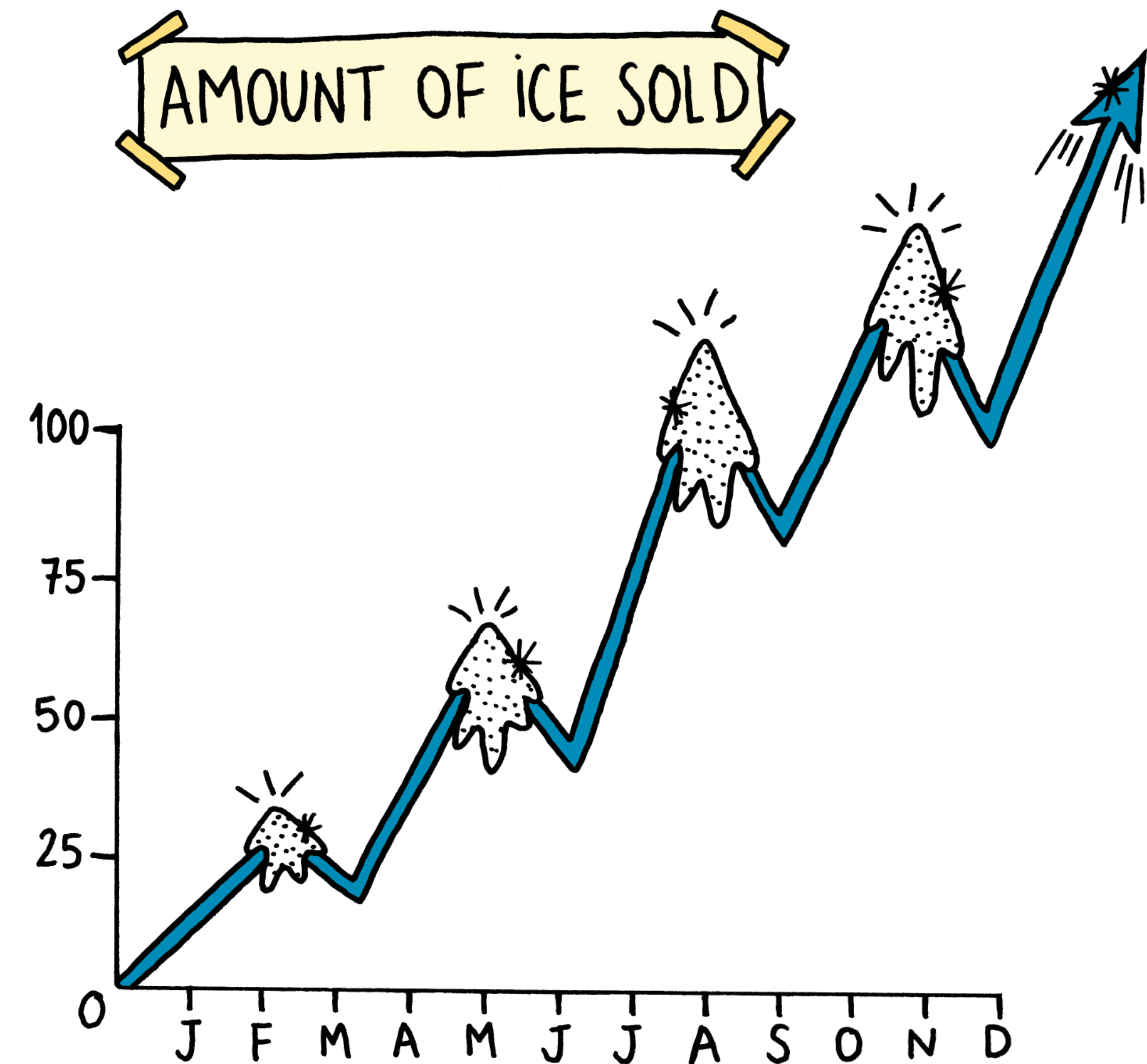
**INFERIOR ICE**



BRITISH ICE  
**IS BETTER ICE**

And some posters might show how the product compares with the competition.

Once the campaign has concluded, the client is able to see the impact it has had on product sales - Total success.



If you're thinking of a career in advertising visit  
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