

Hey, whipple,  
squeeze this: a guide  
to creating great  
advertising by luke  
sulliva...



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The Lake Sullivan published the first edition of “ Hey Whipple, Squeeze this...” in 1998 and the book immediately got great reputation among those related to the advertising world. Lake Sullivan, as an ad writer, provides an insight into the world of advertising and described the methods which are adopted by the companies to advertise for their products. It outlines the problems faced by the media advertisers and gives advice on how the problems and the ever growing competition are to be handled. The first chapter of the book presents the author’s thoughts about Mr. Whipple, a fictional supermarket manager who was featured for a long time in the advertisements of Charmin toilet paper. Sullivan hated the grocer and according to him the advertisements should be more creative and intelligent and that is what leads the author to write this book. The next three chapters focus on general advice and instructions on ad writing in any form of media. As the Chapters proceed, Sullivan becomes specific in his approach and provides details for ad writing in a particular media. According to the author, it is not easy to play the same ad on radio that has been created for the TV. The transitions between different media should be taken into account while writing ads; the ad that appears engaging on a TV might not necessarily look good on radio on internet. He enlightens the readers about viral marketing and extensive advertising campaigns and how they are made successful. He asks the readers to learn all the important details regarding the things that are being advertised. This stimulates more and more ideas about the thing in consideration. After the author established all the rules in his initial chapters, he asks his readers to forget them! According to him, advertising business is not bound by fixed rules and these rules have to be broken for out-of-the-box thinking to create interesting and engaging ads. The Next chapters depict <https://assignbuster.com/hey-whipple-squeeze-this-a-guide-to-creating-great-advertising-by-luke-sullivan/>

different characters with different personalities, from a creative guy to the one who copy others' ideas. Through these characters, the author conveys to the reader about the problems faced by a person working in an ad writing position and how he is supposed to tackle them. There is a great deal of advice in the book about defending the ideas so that they are not picked apart by important clients. The last chapters compare the advertising business with the rest of the businesses in the world and explain about the evolution, advertising world has undergone. He talks about the growing competition and education advancement in the field of advertising. Mr. Sullivan describes the ways in which the young upcoming ad writers can prepare themselves well so that they can have a better edge among their competitors. The author ends the book by stressing that one should always enjoy his work no matter what environment one is working in. The book is undoubtedly a great guide for anyone who is willing to enter the advertising world and the way this book connects with the readers is indeed remarkable (Sullivan, 2003). Works Cited Sullivan, L. (2003). Hey, Whipple, Squeeze This: A Guide to Creating Great Ads, Second Edition. Wiley.