



# **Bang!: Getting Your Message Heard in a Noisy World**

*Linda Kaplan Thaler, Robin Koval*

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*The founders of one of today's hottest, most innovative advertising agencies explain how to ignite the kind of marketing explosions that will capture customers' attention.*

Linda Kaplan Thaler, the CEO and Chief Creative Officer of the Kaplan Thaler Group, is the brains behind a host of memorable and highly successful ads, from the irresistibly sentimental "Kodak moment" campaign to Herbal Essences' "totally organic experience" to, most recently, the irrepressible AFLAC duck. In *Bang!*, Kaplan Thaler and Robin Koval of the Kaplan Thaler Group, currently ranked as the fastest-growing ad agency in the country, offer the kind of out-of-the-box thinking and proven strategies that marketers anywhere can use to create loud, clear, attention-grabbing messages about their products and services.

Presenting an arsenal of "big bang" ideas, the authors discuss how to create a memorable publicity hook and how to design attention-grabbing packaging that taps into consumers' innermost desires. They interweave entertaining accounts of their successes and failures, as well as those of other companies to suggest specific ways to establish an atmosphere conducive to innovative breakthroughs--why having "enough" time to work on a project can be a disadvantage, and why having a small staff in a cramped space is often the best way to come up with big ideas.

Full of colorful anecdotes and inspiring accounts of campaigns that have catapulted revenues and increased market shares, *Bang!* shows how to create a marketing campaign that rises above the banal barrage of commercials to create a genuine marketing explosion.

*From the Hardcover edition.*

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