

Classic and Iconic Advertising Campaigns

Introduction to Art & Copy

In this task you will watch and review the Art & Copy documentary (see video below) and then answer the discussion questions at the end.

By way of introduction, Art & Copy is a 2009 documentary directed by Doug Pray that delves into the creative evolution of the American advertising industry. The film profiles the pioneering figures behind some of the most iconic advertising campaigns and through interviews and behind-the-scenes stories, the documentary highlights that advertising can reach the level of **art** when it connects with human emotions and expresses creative passion - hence the title of Art & Copy.

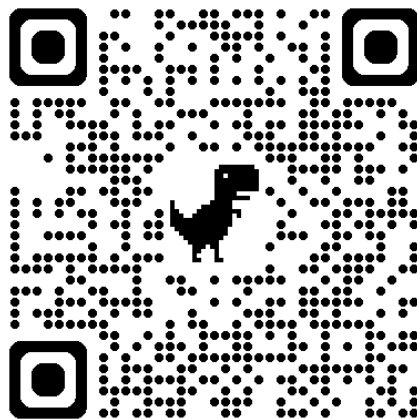
As you will see, one of the central themes of Art & Copy is the power of simplicity in advertising. The film emphasizes how great advertising doesn't rely on complex strategies but on clear ideas that resonate with audiences.

The documentary features interviews with advertising legends such as Mary Wells Lawrence, Dan Wieden, Lee Clow, George Lois, Hal Riney, and others. And they each share insights about the creative process, often revealing that many of their breakthrough ideas came not from planning, but from a willingness to take risks and to break with convention. This "let's try something new and bold and see where it leads" approach, while less common in today's tightly managed brand environments, was instrumental in shaping modern-day advertising.

Art & Copy also reviews several groundbreaking ad campaigns that changed the way brands communicated with consumers, such as Nike's "Just Do It" and Apple's "Think Different". As a result, the documentary shows how these ads not only boosted sales but also influenced culture and language.

The Art & Copy Documentary Video

Note: The full documentary video runs 1hr 10min.



Student Questions

REVISION QUESTIONS

1. What is described as the most challenging aspect of being a "creative" in advertising?
2. What innate human urge related to communication is mentioned in the video?
3. How does the video compare modern advertising to ancient cave paintings?
4. How did Bill Bernbach revolutionize the creative process in advertising?
5. In what way did the Volkswagen campaign change the perception of the product?
6. What does the video say about the importance of a "big idea" in advertising?
7. What role does emotion play in the creation and reception of advertising messages?
8. What examples are given in the video that illustrate how advertising can transform cultural perceptions?
9. How does the video portray the tension between creative ideas and the demands of clients?
10. How was the "Got Milk?" campaign conceptualized, and what made it memorable?
11. What does the video suggest about the power of advertising to create a sense of community or belonging?
12. What strategies are mentioned for making an ad both dramatic and memorable?
13. How does the video illustrate the balance between taking risks and achieving measurable success in advertising?

PERCEPTION QUESTIONS

1. From a personal perspective, which ad/s did you think were most effective?
2. Do you think that these ads would still be successful today if they were executed using digital media channels as well?
3. From the video, what did you learn about the creative process?
4. And (from Q3), does this make you more/less confident about sharing your creative ideas with others?