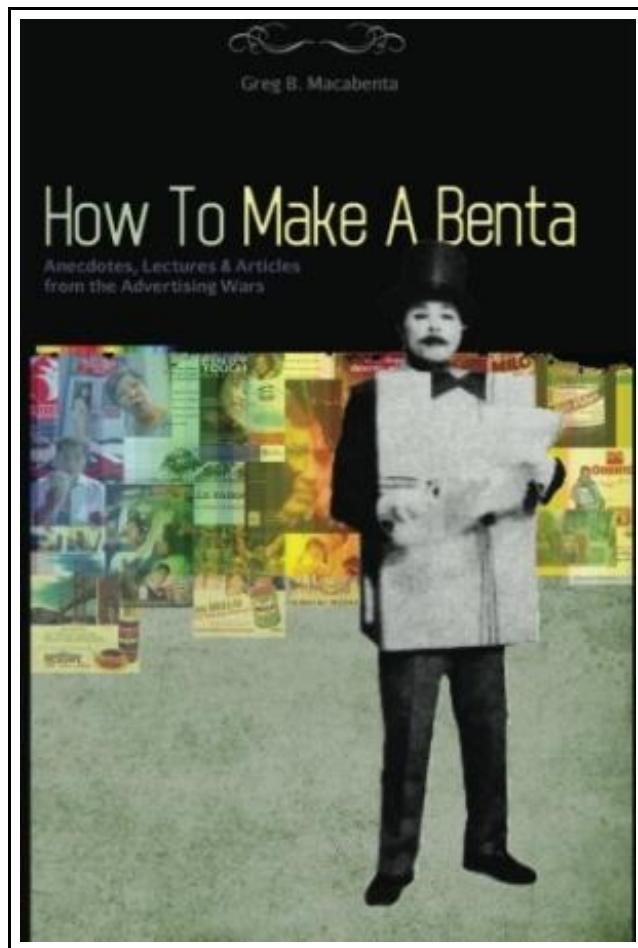


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Createspace, United States, 2011. Paperback. Book Condition: New. Jinx Macabenta (illustrator). 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. HOW TO MAKE A BENTA - Anecdotes, Lectures Articles from the Advertising Wars By Greg B. Macabenta Most books on advertising and marketing use case studies in the American setting. They are not always relevant to students and to practitioners in a developing country. They also tend to make complex principles even more difficult to understand and apply. HOW TO MAKE A BENTA - Anecdotes, Lectures Articles from the Advertising Wars breaks that mold. Punning his own surname for the title of the book (Macabenta literally means to make a sale), Greg B. Macabenta writes in a lighthearted, readable style, spiced with intimate anecdotes, and packed with revealing insights, drawn from campaigns that are considered classics in Philippine advertising - campaigns created by the author himself. Milo Olympic Energy used conventional and guerilla strategies and tactics to wrest market leadership from Ovaltine. Nescafe Great Cities of the World, one of Nestle s most successful coffee campaigns, kept the brand dominant in the Philippine market. Milkmaid Grow Tall Little Man garnered two Clio finalist certificates for advertising excellence worldwide, an All-Japan Commercial Competition trophy and an Award of Excellence in the Philippine Ad Congress, and made a film star out of its precocious child model, Nino Muhlach. Instant Nido World s Number One Child, whipped an ordinary product claim into a powerful selling argument and maintained the brand s market leadership in the face of intense competitive pressure. The author shares his unorthodox approach to creativity, positioning, niche marketing and media strategy formulation, epitomized by the Wells Fargo ATM Remittance Account launch that won the 1996 Gold Effie for the most effective non-English campaign...

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