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The Practical Pocket Guide To Account Planning



Synopsis

The Practical Pocket Guide to Account Planning provides a straightforward, no nonsense approach to understanding what Account Planners do on a daily basis and how they do it. Filled with real world examples, amusing anecdotes, and useful techniques for getting to better insights, The Practical Pocket Guide provides a clear path for how Account Planners can collaborate with Creatives to produce great work that is insightful, engaging, and culturally infectious. In this engaging 2-hour read, you'll learn:- The difference between most Account Planning job descriptions and day-to-day realities- Critical Planning skills, including: concept testing, copy testing, discussion guides, positioning, and the basics of good research- Techniques for writing better briefs and ideas for how to lead more engaging briefings- How to be an ally to Creatives so that together you can sell big, culturally infectious ideas to Clients

Whether you're a Client, a Creative, an Account Manager, or an aspiring Account Planner, this book will help you understand how Planners think and what great Planning can really do.

Book Information

Paperback: 156 pages

Publisher: Yellow Bird Press (May 15, 2013)

Language: English

ISBN-10: 0989284905

ISBN-13: 978-0989284905

Product Dimensions: 5.1 x 0.3 x 7.8 inches

Shipping Weight: 3.2 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars 43 customer reviews

Best Sellers Rank: #28,638 in Books (See Top 100 in Books) #68 in Books > Business & Money > Marketing & Sales > Advertising #297 in Books > Business & Money > Marketing & Sales > Marketing

Customer Reviews

"If you want to be a killer Planner, this is the book to read. If you want to be a killer Creative, make sure your Planner reads this book."- ISRAEL GARBER, EXECUTIVE CREATIVE DIRECTOR, HAVAS WORLDWIDE NEW YORK

"A wonderful tool for anyone looking into advertising as a career. Whether Client side or Agency side, Media, Account Management or Planning, this guide helps the reader to understand the basics of driving to good strategy. Practical AND enjoyable to read!"- NANCY HILL, PRESIDENT & CEO, AMERICAN ASSOCIATION OF ADVERTISING

AGENCIES "In an industry known for Mad Men comes a voice of sanity, experience, and reason. Every agency needs this book."- DAN COHEN, SVP/CREATIVE DIRECTOR, PUBLICIS NEW YORK "A must read...delivers an in-depth view of a profession that requires one part genius and two parts pragmatism. I wish this was around when I was thrown my first creative brief to write."- JUSTIN GRAHAM, CHIEF STRATEGY OFFICER, DROGA5 AUSTRALIA "If you want to be taken seriously as a Planner and you don't have a Brit accent, read this book."- CHRISTOPHER COLE, SVP/CREATIVE DIRECTOR, LEO BURNETT CHICAGO

Chris Kocek is the Founder & CEO of Gallant Branding, a strategy and design studio dedicated to building brands for a better world. Prior to starting Gallant, Chris worked as a Strategic Planner at advertising agencies in NYC and Austin, developing nationally recognized campaigns for a number of Fortune 500 brands and highly respected nonprofits, including AARP, Lowe's Home Improvement, Hyatt Hotels, Ace Hardware, John Deere, and The Christopher and Dana Reeve Foundation. In addition to guest lecturing at the University of Texas, Chris is a public speaker whose talks on creativity and innovation have been featured at strategic symposiums around the country as well as TEDx.

As both an industry professional and now as an advertising professor, I whole-heartedly recommend this book for anyone looking to learn more about the real lives of Account Planners. Chris does a phenomenal job of breaking down the basics, getting into the nitty gritty, and creating a full picture of what Account Planning is all about. What is refreshing about this book is that it rings true across both spectrums of learning and educating: 1) it is absolutely accurate in the portrayal of agency life and day-to-day requirements of planners today - from client requests, to research methodologies, to real-world examples, and 2) it breaks down strategy essentials and expectations into bite-size pieces for the reader. This book is a wonderfully simple and refreshing cornerstone for anyone interested in learning about Planning - whether they have agency experience or not. Further, I can attest that my college students loved reading it as part of the course assignments. It's written in everyday language, gets right to the point, and arms them with a clear understanding of the fundamentals of Account Planning. My students said this book helped them gain a clearer picture of agency life and the Planner's role in it. And their exam scores proved that they truly did understand it! This book is a must for any professor teaching communication strategy or research.

This was a nice, quick read that shined a light on the role of account planning for me. It touches on the different tasks and account planner could perform in the course of their job. The book also briefly goes into tips for performing those tasks. As an aspiring account executive, it is a fantastic way to gain insight on what planners do in an agency. In general, though it is a fantastic resource for anyone looking to join the advertising industry and familiarize themselves with the roles other departments play.

I teach an Account Planning class at a public university. I've struggled to find a book that both accurately portrays Account Planning in the post digital age and provides an interesting primer to the field. This book accomplished both of those things in buckets. The book is written in an easy to understand and interesting format. It's a breeze to run through and has a lot of great reference tips for new students and ad professionals looking to gain a better understanding of the world of planning. Cheers to Chris Kocek, this book is fantastic.

I don't know Chris Kocek, but I wish I did. He is clearly a great account planner. Here, he has written a book that every planner, communicator, marketer, agency manager and aspiring planner must read. I have worked with legendary account planners, have had my work win top account planning awards, and have generally been in the thick of the account planning revolution for more than two decades, yet I found myself devouring this book from beginning to end in one sitting. I gobbled it up, spit out the pits, then ate the pits like wasabi peas and enjoyed every last one. The Practical Guide To Account Planning claims to be, and it is in fact, a real world primer for aspiring account planners. It is written in clear, concise, unflashy prose. But, like a few other books that are written as primers - Up The Organization, The Prince and Ogilvy on Advertising come to mind - this has the power to make even the most experienced practitioner of insight-driven communication and innovation aspire once again. I've given my first copy to my chief strategy officer and said, "This is the best yet." I've already ordered my own new copy. I'm sure we'll be buying one for each and every planner on our team.

This book is amazing! I read this book for an Account Planning course at The University of Texas-Austin and thought that it was extremely relatable, easy to read, and very entertaining. This book is a MUST read for anyone in the advertising industry! It touches on all aspects and roles of individuals in the industry, and how to succeed in Advertising as an Account Planner. I will forever reference this book, as it will become a desk book for me in the future.

It was a quick read and very entertaining, I enjoyed the book! I had to order this book for a class and I would say it is the best "text book" I have ordered so far. Kocek brings humor and honesty to the field of account planning and offers a slew of helpful tips for those in pursuit of this career. Each section is also broken down into simple language that anyone can understand and supporting illustrations give breaks for the eye to rest and many also contain humor. Would definitely recommend this book if you need a quick insight into this particular field and will keep my copy hanging in the future.

Got my book today and read it in one sitting. This book is a great resource for anyone interested in planning. I would especially recommend it to college students trying to decide whether planning is right for them or who are just starting to explore the possibility of pursuing planning as a career. It will give you a very accurate look at what being a planner is all about. After holding several internships in advertising as an undergrad, I landed a jr. planner position. With four weeks into the job, I can tell you Chris gets it right. Especially the part about the day-to-day-life of a planner. It changes all the time. So far I've written briefs, personas, have listened to one on one interviews for concept testing, wrote a POV for a client last week, finished writing my first long form white paper today, am working on two new business pitches and just today I was told I might be involved in creative testing in the near future. Organized chaos, I would say so. If this sounds at all appealing to you, read Chris's book and get a good look at what planning is all about.

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