



# Graphis Advertising Annual 2015

*B Martin Pedersen*

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## **Graphis Advertising Annual 2015** B Martin Pedersen

Contents: The book presents some of the top campaigns of the year, selected from hundreds of entries. Each ad is presented with a case study, which describes the assignment, approach and the result of the campaign. This provides insight into the agency's creative process and how they met the needs of their client. Graphis Platinum, Gold and Silver winning entries are an essential reference for advertising professionals, clients and students.

Audience: This book caters to advertising agencies, clients, designers and photographers interested in brilliant advertising that is inspired by a great idea.

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