



# The Brains Behind Great Ad Campaigns: Creative Collaboration between Copywriters and Art Directors

*Margo Berman, Robyn Blakeman*

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## **The Brains Behind Great Ad Campaigns: Creative Collaboration between Copywriters and Art Directors** Margo Berman, Robyn Blakeman

Catch an inside look at the advertising creative process. Discover how teams collaborate at major agencies to create unforgettable campaigns like the Budweiser 'Clydesdale and Dalmatian' spots, the 'PEDIGREE' Adoption Drive' program, or the breakthrough UPS 'Whiteboard' campaign.

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