



Bang!: Getting Your Message Heard in a Noisy World

By Linda Kaplan Thaler, Robin Koval

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We all want to get our message heard. And in *Bang!*, marketing gurus Linda Kaplan Thaler and Robin Koval tell us how. They and their talented colleagues are the brains behind a host of memorable and highly successful ads, from the enormously successful AFLAC duck to the irresistibly sentimental “Kodak Moment” to Herbal Essences’ outrageous “Totally Organic Experience.” In *Bang!*, Kaplan Thaler and Koval offer proven strategies for creating a loud, clear, attention-grabbing message about and product or service.

Full of entertaining anecdotes and inspiring accounts of campaigns that have propelled revenues and dramatically increased market share, *Bang!* shows managers how to create a marketing campaign that cuts through the message clutter and creates a genuine marketing explosion.

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Editorial Review

From Publishers Weekly

Thaler and Koval, the CEO and vice-president respectively of the Kaplan Thaler Group advertising agency (KTG), share the secrets of their marketing success. In business for six years, KTG has created advertising campaigns based on a philosophy of the big bang, defined here as a strategy designed to make a brand explode onto the marketplace virtually overnight. Although the authors' advice is targeted primarily toward businesses and other publicists, the glitzy anecdotal writing is witty and informative enough to appeal to those interested in advertising and popular culture. Drawing on many specific examples of their accomplishments, Thaler and Koval describe just how the creative process is triggered by innovative thinking. The AFLAC insurance company, for example, was turned into a household name when a member of the KTG team realized that AFLAC sounded like the quack of a duck. The AFLAC duck raised the company's profile from zero to instantly recognizable. According to Thaler and Koval, big bangs are achieved in an atmosphere where rules are ignored, organization is compressed, chaos is embraced and intuitive thinking is encouraged. In addition to useful tips, the authors also highlight pitfalls that can derail a potential big bang, such as failing to rehearse presentations or neglecting to do appropriate homework on the company being wooed.

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Review

Acclaim for *Bang!*

"This top-notch book... is as much about creating an atmosphere that fosters creativity as it is about memorable marketing."

— *Fast Company*

"Bright, breezy, but deadly serious guide to creating a buzz—and a bang."

— Miami Herald

"Linda Kaplan Thaler and Robin Koval 'get it' from every angle. This book is full of extraordinary insight on effective message delivery."

— Gordon Bethune, Chairman and CEO, Continental Airlines

"The AFLAC duck campaign that Linda and Robin's agency created ...dramatically increased our brand awareness. Today nine out of ten people recognize the AFLAC name."

— Daniel P. Amos, Chairman and CEO, AFLAC Incorporated

From the Inside Flap

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Users Review

From reader reviews:

Derek Morton:

Why don't make it to become your habit? Right now, try to prepare your time to do the important action, like looking for your favorite book and reading a book. Beside you can solve your short lived problem; you can add your knowledge by the reserve entitled Bang!: Getting Your Message Heard in a Noisy World. Try to face the book Bang!: Getting Your Message Heard in a Noisy World as your buddy. It means that it can being your friend when you feel alone and beside that course make you smarter than previously. Yeah, it is very fortunated for you personally. The book makes you a lot more confidence because you can know every little thing by the book. So , let me make new experience and knowledge with this book.

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Reading can called mind hangout, why? Because while you are reading a book specially book entitled Bang!: Getting Your Message Heard in a Noisy World your mind will drift away trough every dimension, wandering in every aspect that maybe mysterious for but surely will become your mind friends. Imaging every word written in a publication then become one type conclusion and explanation that will maybe you never get just before. The Bang!: Getting Your Message Heard in a Noisy World giving you an additional experience more than blown away your mind but also giving you useful data for your better life on this era. So now let us show you the relaxing pattern this is your body and mind is going to be pleased when you are finished examining it, like winning a. Do you want to try this extraordinary shelling out spare time activity?

Gene Conley:

In this era globalization it is important to someone to find information. The information will make professionals understand the condition of the world. The condition of the world makes the information easier to share. You can find a lot of references to get information example: internet, newspaper, book, and soon. You can see that now, a lot of publisher that print many kinds of book. Typically the book that recommended to you is Bang!: Getting Your Message Heard in a Noisy World this reserve consist a lot of the information on the condition of this world now. That book was represented just how can the world has grown up. The words styles that writer require to explain it is easy to understand. The particular writer made some study when he makes this book. That is why this book appropriate all of you.

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