



What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds

By Rex Briggs, Greg Stuart

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***What Sticks* is the one book that explains exactly how marketing and advertising works today! Based on new insights from analysis of over \$1 billion worth of advertising.**

Decades ago it was okay to believe, as retail magnate John Wanamaker did, that “*Half the money I spend on advertising is wasted; the trouble is, I don’t know which half.*” However, today the stakes are much higher. Marketing thought leaders Rex Briggs and Greg Stuart estimate that \$112 billion in advertising spending in the U.S. alone is wasted, cutting deeply into company profits.

What Sticks uncovers bold new insights from the largest-ever global marketing research project among 30 Fortune 200 companies, including: Procter & Gamble, Johnson & Johnson, Kraft, McDonalds, Unilever, Ford and others. This is a comprehensive and solutions-oriented book that outlines how any marketer, at any level, can guarantee their advertising succeeds.

Marketers cannot ignore the findings or the solutions revealed in *What Sticks*, such as:

- * Why 47% of the advertising campaigns studied didn’t work and what you can do to guarantee yours does
- * How to spend the same advertising budget, but get better results
- * How to get your CFO and CEO to eagerly increase your marketing & advertising budget
- * How to forecast next year’s advertising budget (Hint: It’s not by using last year’s spending!)
- * How to immediately fix your advertising by applying these principles and real nuggets of wisdom

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Editorial Review

Review

"A rarity among advertising and marketing books."

—from the Foreword by Steven D. Levitt, author of *Freakonomics*

"Nothing gets the attention of our CMO clients today like the issue of marketing accountability. *What Sticks* has a clear and innovative solution for marketers of all levels and budgets to get more Bang! for the buck."

—Linda Kaplan Thaler, CEO and Chief Creative Officer, The Kaplan Thaler Group, author of *Bang! Getting Your Message Heard in a Noisy World*

"If there is one book you want to have read about advertising, it's *What Sticks*. It is the most comprehensive review of how to succeed at developing Advertising campaigns that I've ever seen."

—Bob Liodice, President and Chief Executive Officer, Association of National Advertisers, Inc.

"This book will be to marketers what Six Sigma was to GE's Jack Welch. Everyone knows that marketing is broken. Briggs and Stuart have the data-proven fix. A must read."

—Michelle Conlin, Associate Editor, *BusinessWeek*

"The book... may well be the most important advertising research since the "How Advertising Works" study of the early 1990s."

—Advertising Age

About the Author

Rex Briggs is the founder of Marketing Evolution, the leading marketing effectiveness research and consulting firm with clients in more than 20 countries. Briggs began his career at the market research firm Yankelovich Partners, and also served in senior positions at some of the nation's top-flight organizations, including the WPP Group. He has been named as one of the "Best and Brightest" in media and technology by *AdWeek*, and has won a range of awards in CRM, Branding, Direct Marketing, Internet Marketing, and advertising measurement research.

Greg Stuart is the CEO and President of the Interactive Advertising Bureau, the leading global advertising association representing Google, MSN, NYTimes.com, Yahoo!, and over 300 other companies. He has led the U.S. Internet Advertising industry from \$6 billion to \$16 billion in the past four years. A 20-year veteran of the advertising industry, Stuart has worked with leading marketers, advertising agencies, and new media businesses around the world.

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