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Juicing The Orange: How To Turn Creativity Into A Powerful Business Advantage



Synopsis

Too many companies think creativity means throwing money into marketing efforts and giving lip service to "out of the box" thinking. But such efforts rarely have a positive impact on the bottom line. Pat Fallon and Fred Senn argue that leaders have more creativity within their organizations than they realize; but they inadvertently stifle it or channel it in ineffective ways. *Juicing the Orange* outlines a disciplined approach to building creativity actively into the organizational culture and leveraging that creativity into campaigns that deliver measurable results. Drawing from 25 years of successful marketing and acclaimed, award-winning work, the authors show that bankable, creative ideas come from zeroing in on the one key business problem that must be solved and then rigorously unearthing insights that will lead to a spectacular solution. Behind-the-scenes stories of successful and failed campaigns for companies in diverse industries reveal the core secrets of training for creativity: develop a proprietary brand emotion, offer big ideas without a big budget, and get customers to seek out your message. Illustrating the link between creativity and profits, *Juicing the Orange* helps industry players measure their success at the cash register.

Book Information

Hardcover: 228 pages

Publisher: Harvard Business Review Press; 1 edition (July 18, 2006)

Language: English

ISBN-10: 1591399270

ISBN-13: 978-1591399278

Product Dimensions: 6.4 x 1 x 9.2 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (34 customer reviews)

Best Sellers Rank: #388,653 in Books (See Top 100 in Books) #81 in [Books > Business & Money > Marketing & Sales > Marketing > Product Management](#) #385 in [Books > Health, Fitness & Dieting > Psychology & Counseling > Creativity & Genius](#) #442 in [Books > Textbooks > Business & Finance > Marketing](#)

Customer Reviews

Have you ever wondered why some ad campaigns soar and others thud? It's definitely not the amount of money thrown at them. In *Juicing the Orange: How to Turn Creativity into a Powerful Business Advantage* by Pat Fallon and Fred Senn, they argue that it comes down to creatively solving that one key business issue the client has. Contents: Redefining Creativity in Today's

Marketing Environment; Outpacing the Commoditization of Your Brand; Fighting for Your Brand's Voice; Establishing and Leveraging a Category Advantage; Overcoming a Serious Branding Problem; Reviving a Mature Consumer Brand; Reenergizing a Mature Business Brand; Choosing the Best Media for the Message; Marketing a Network of Businesses Under One Brand; Rethinking Customer Engagement; Lessons Learned; Notes; Index; About the Authors Fallon and Senn are co-founders of Fallon Worldwide, a global advertising company. They use a number of real-life client examples to show what it takes to run a successful advertising campaign. Much of it starts by listening to the company and also to the people who buy (or don't buy) the products. These insights, coupled with an examination of the industry and competition, often points to the business problem to be solved. It may be an attempt to "uncommoditize" your offering or an effort to re-educate the buying public as to what they should or shouldn't be doing. For instance, Purina Dog Chow was a respected brand, but sales were slumping. After listening to pet owners, vets, breeders, and trainers, it became apparent that the brand wasn't the issue. The buying public had mistakenly assumed that variety was good for a dog's diet, where the professionals knew that consistency is more important.

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