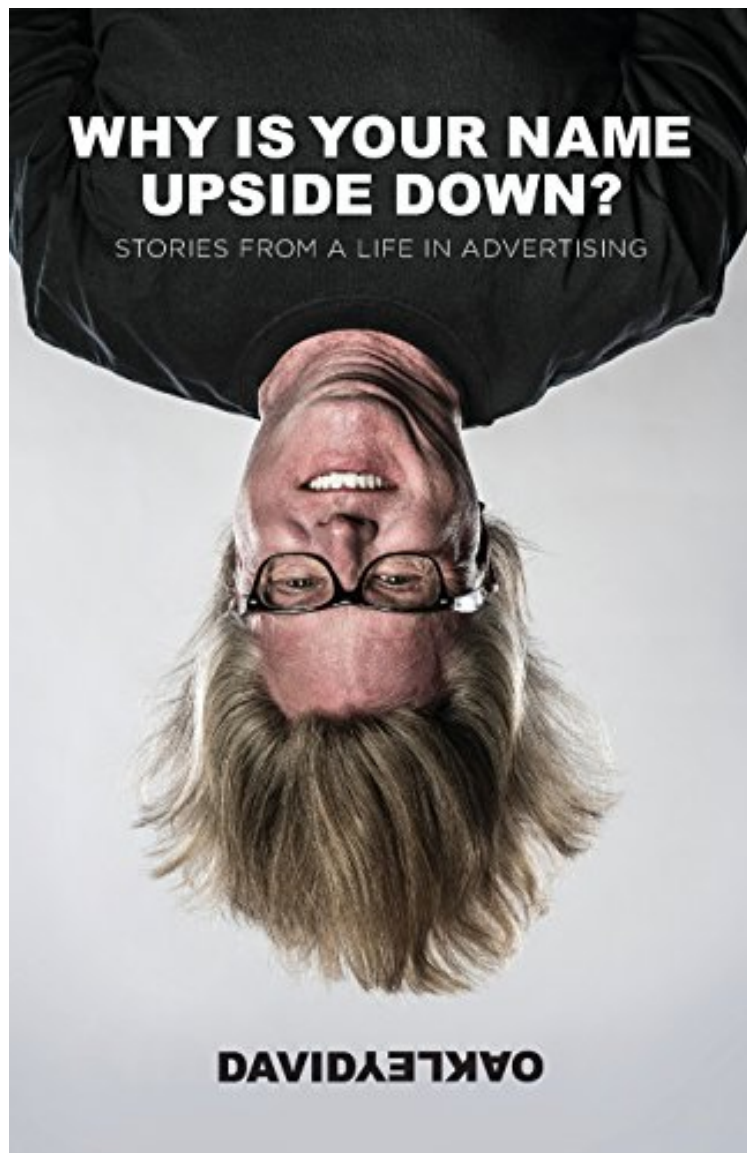


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Why is Your Name Upside Down?: Stories from a Life in Advertising

David Oakley

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David Oakley : Why is Your Name Upside Down?: Stories from a Life in Advertising before purchasing it in order to gage whether or not it would be worth my time, and all praised Why is Your Name Upside Down?: Stories from a Life in Advertising:

5 of 5 people found the following review helpful. Hilarious! I couldn't put the book down!By Craig ChandlerI am

normally a slow reader and it takes me weeks or months to get through a book, if I even finish it at all. I picked up the book at noon Sunday and couldn't put it down until I finished it that evening. I literally LOL-ed so many times that I think my wife has whiplash from hearing me cackle every few minutes! As sappy as this sounds, I feel like I got to know David a bit better by reading these stories of his life. David: I am glad you kept up writing and am so proud of you getting this published. If a print-on-demand book could sell out, this will. oh, and I fell on my head twice taking an upside down picture -- but it was worth it! 2 of 2 people found the following review helpful. Great stories from the circus that is advertising. By J. Bosiljevac David Oakley is the president and creative director at BooneOakley, a small independent advertising agency in Charlotte, NC. It's a really good shop with nice, talented folks. Full disclosure here—I've met David and many of the people there, so I'm probably a little biased. Even so, I laughed much harder at this book than I thought I would. After 15 years in the business, sometimes reading books about the industry feels like, well, work. This one feels more like just grabbing a beer with a dude who tells really good stories. BooneOakley opened with a ballsy, attention-grabbing stunt. During the 2000 presidential race, they ran a billboard that said "Gore 2000." But what it showed was a photo of George W. Bush. Calls from the media started immediately. All the big names wanted to know who had screwed the pooch so badly. CNN, CBS, ABC, NBC, FOX. Oakley even received a call from the Vice Chairman of the Republican Party. Only after a few nervous days of incredible publicity did they reveal the punch line: the board was for 123hire.com, with the copy: "Today's job opening: proofreader." A really simple prank that turned a local billboard into national media coverage. That is the M.O. of Oakley—he likes to take risks, make his clients famous and have fun doing it. Some of the stories here are how some of BooneOakley's best, most over-the-top ideas came to be. Some are stories from the trenches of running a small agency in a small market. And some are personal stories from David, how he got into the business, how he met his wife (who also works with him), a few other random but always entertaining stories from his past. If you were to cut a trailer for a movie version of this book, you'd see a giant muffin fall on a car, a professional golfer tee off on a biscuit, a Silence of the Lambs basement moment as Oakley tries to buy a ping pong table for the office on the cheap, a client fired via tweet (don't we all wish sometimes), a condom on a dog, a live earthworm eaten by a human, a pole dancer, Celine Dion, Roseanne Cash, a kidney stone passed and what is certainly the only sex doll thrown from a rooftop during a new business pitch. And that would just be the 30-second cut of the trailer. You don't have to be in advertising to enjoy these stories. But if you are, you might actually learn something while you're laughing your butt off. There's a method to Oakley's madness, and he drops some important lessons along the way. Even his craziest stories have morals to them. Well, most of them do. And you'll be treated to some delightful writing, such as this: "Our moods were swinging like a pair of donkey balls." (Surprising, visual, simple—everything a good simile requires.) The stories are so random and improbable that you know they're true. Advertising is random and improbable. I've had so many moments in my career where I've stopped to look around and wondered, "How the hell did I get here?" I could totally relate. And what comes through more than anything is that Oakley is a guy who loves what he does. He loves the people around him, and he's built an agency, a body of work and now a book that shows that advertising can be a blast. It should be, if you're doing it right. And he shows that, despite the rumors, there are some really good people in this industry. 2 of 2 people found the following review helpful. Tremendously entertaining. You won't want to put it down (and I never say that). By Enrico Pallazzo Tremendously entertaining. That's the highest compliment I can give David Oakley's book entitled, "Why Is Your Name Upside Down?" Oakley is widely regarded as a legend and a maverick in the advertising industry. He's known as someone who breaks with convention and relies on ingenuity, wit and a heavy dose of chutzpah to help his clients and their goods or services smash through the clutter of modern advertising. That much will be clear after the first chapter of the book. Subsequent stories about his unlikely wins, periods of writer's block, and hilarious missteps are at various points inspiring, jaw-dropping and gut-busting. Oakley shares more about his personal life than you would probably expect, and sometimes you'll ask yourself, 'What does this have to do with advertising?' Oftentimes, nothing - they're just incredible stories and we're fortunate he's willing to regale us with them. Trust me, if you pick up this book, you won't be able to put it down until it's done. It's that good.

Don't do things that people will remember. Do things that people will never forget. Like eating a fishing worm to make a point. Why is Your Name Upside Down? is a collection of hilariously entertaining stories from award-winning creative director David Oakley's adventures in advertising. For over 25 years, David has been creating provocative brand stories and experiences that people want to share. From starting his own agency with the biggest presidential campaign blunder in history to smashing a car with a giant muffin, David's stories are a rollicking good read. These stories go well beyond advice to the young advertising professional. Even people who hate advertising will love learning how to make peace with the "Celine Dion curse," how a ping-pong table bought from a drug dealer can cure your writer's block, and how to deal with a celebrity spokesman who insists on destroying your client's product. If for nothing else, you should read, Why is Your Name Upside Down? just to find out why Oakley is upside down in the BooneOakley logo. At least once a week, someone comes to the front door of the agency to tell us that our sign is upside down. And they want to know why. So David tells them the story. The advertising business is a story telling business. Every day, our job is to tell brand stories. In the form of TV commercials, radio spots, digital content and

even billboards. The ads we create are often a story themselves. But behind these ads are a lot more stories. Relationship stories. Sad stories. Happy stories. Funny stories. Dumb stories. This book is a collection of stories that David loves telling. And it's his way of sharing some of the lessons these stories have taught him. So why is his name upside down? Because it gets noticed, it's memorable and people talk about it. At least that's what he tells people. It certainly makes a good story.

"Somewhere in between the all-nighters, the politics, the deadlines, the bullsh*t, and the insanity, the ad business manages to be fun, sometimes even joyful. David Oakley's book captures what it's like inside the hurricane. Oh, plus it's funny." Luke Sullivan, Author, Hey Whipple, Squeeze This. "David Oakley isn't an advertising writer, he is a writer we are fortunate to have in advertising. For a guy who has spent a lot of his life as a trickster, hustler and self-confessed white liar, this book is incredibly open, honest and revealing..." Susan Credle, Chief Creative Officer, Leo Burnett USA From the Back Cover "At his core, David Oakley is a storyteller and a damn good one. He's been doing it for his clients and his agency for decades. Now he's done it for us. Sit down and let David take you to Oakley World." - Peter Coughter, Author, The Art of the Pitch, Professor, VCU Brandcenter "I can hear David Oakley's uproarious laughter all the way down to Atlanta. His recollections of the pain, the joy, the shocks, the horrors are delivered with his unique North Carolina wit and mirth. You might not learn a darn thing reading this book, but you'll laugh our ass off." - Matthew Porter, Contributor to Communication Arts "David Oakley has the brains to dream up crazy ideas and the guts to follow through. 'Be memorable,' he says, and this book qualifies. The moment you read these stories, you'll want to go tell your friends." - Tommy Tomlinson, ESPN writer, Former Charlotte Observer columnist "In this book are ridiculously entertaining tales of the adventures of running your own advertising agency all told by one of the best copywriters and creative directors in the business today." - David Baldwin, Lead Guitar, Baldwin "Target Audience: You Product Benefit: Laughter. Weeping. Weeping with laughter. Subliminal Message: You will buy multiple copies of this book." - Jim Mountjoy, Director of EYE creative lab About the Author David Oakley is the founder and creative director of BooneOakley. He built the agency by helping brands tell their stories in ways that get noticed, talked about and shared. David has won most every top creative award in the ad business, but he is most proud of his 1973 Little League MVP. He lives in Charlotte.