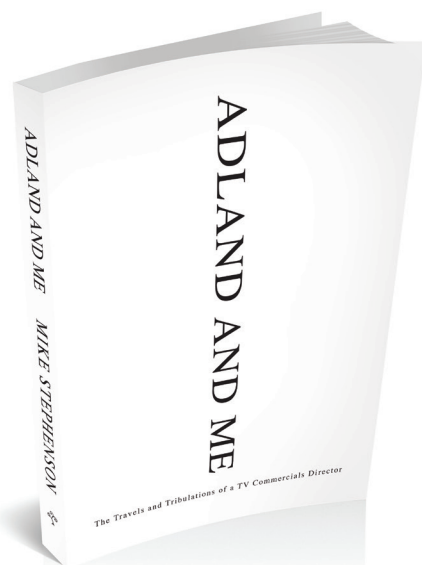


A D L A N D A N D M E

by
MIKE STEPHENSON

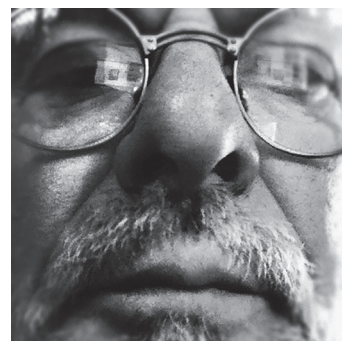


The Travels and Tribulations of a TV Commercials Director

The Travels and Tribulations of a TV Commercials Director: A wild ride through the mad world of advertising as seen through the eyes (and the lens) of a TV ad director as he battles with the bacchanalian behaviour of film crews and ad agencies at home and abroad. From pistol-whipping incidents in Prague to hallucinating young creatives on safari, this joyous journey through Adland takes us from the Australian outback to the hills of Hollywood, the snowy wastes of Iceland to the arid deserts of Jordan, and the African tundra to... Brighton seafront. The author's storyboards and drawings decorate each chapter along with handy film-making and directing tips, advertising theories and analyses (just to add some academic weight to what is otherwise a lighthearted tome). Enjoy the ride and have a good trip!

About the Author

Mike Stephenson has been in the advertising business for over forty years, starting out in agencies as an Art Director, then graduating to Group Head, then Creative Director. He has worked in big international ad agencies as well as creative 'hotshops' and has gained a reputation for his highly creative television work, winning over one hundred major national and international awards including nine prestigious D&AD 'pencils'. He's regularly judged on various advertising awards juries and was elected to D&AD's Exec. Committee. After twenty years in agencies, Mike switched to directing, winning even more awards including two BAFTAs. He has directed over 300 commercials. Mike is born-and-bred advertising.



Title	<i>Adland and Me</i>
Author	Mike Stephenson
ISBN	978-1-78132-542-1 (paperback) 978-1-78132-508-7 (ebook)
RRP	£14.99 (paperback) £4.99 (ebook) 246 x 189mm 276 pages

Bookseller and library discounts available
Published by SilverWood Books

Available to order from bookshops, online retailers, and directly from the publisher

