



The Practical Pocket Guide to Account Planning

Chris Kocek

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The Practical Pocket Guide to Account Planning provides a straightforward, no nonsense approach to understanding what Account Planners do on a daily basis and how they do it. Filled with real world examples, amusing anecdotes, and useful techniques for getting to better insights, The Practical Pocket Guide provides a clear path for how Account Planners can collaborate with Creatives to produce great work that is insightful, engaging, and culturally infectious. In this engaging 2-hour read, you'll learn:

- The difference between most Account Planning job descriptions and day-to-day realities
- Critical Planning skills, including: concept testing, copy testing, discussion guides, positioning, and the basics of good research
- Techniques for writing better briefs and ideas for how to lead more engaging briefings
- How to be an ally to Creatives so that together you can sell big, culturally infectious ideas to Clients

Whether you're a Client, a Creative, an Account Manager, or an aspiring Account Planner, this book will help you understand how Planners think and what great Planning can really do.

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