ADFORUM’S CREATIVE LIBRARY

/ WELCOME

AdForum’s Creative Library is a leading archive of advertising and marketing campaigns. Dating back more than 20 years and updated daily with current advertising, the library provides valuable access to actual advertising communications from around the world.

/ EXCLUSIVE ACCESS FOR EDUCATION (CNET)

The Creative Library for Education (CNET) is designed specifically for educational institutions, for students and faculty. CNET comes with unlimited users via campus-wide IP access, unlimited online views and local downloading. This means that everyone who would benefit from the Creative Library as a marketing-study research tool can use it 24/7 and from any location, as long as they are enrolled at your college or university.

/ THE CREATIVE LIBRARY’S CONTENT

The Library is a single, global resource for copies of ads. Inside you’ll be able to track a brand’s advertising evolution over twenty years, marking points when TV advertising was paramount through to today’s digital content available on our devices.

So, whether you want to find out what was so ground-breaking about Ridley Scott’s 1984 campaign for Apple Mackintosh or check out the current multi-market iPhone X film – simply go to the Creative Library.

- 200,000+ advertising campaigns, cross referenced with ad agency and production company credits
- Archive dates back twenty years
- Updated daily, adding 100+ new campaigns each week
- Global, covering all of the major ad festivals and agency work submitted to us for preview
- Easy search across TV, digital, OOH, print advertising media
- Filter by brand, advertisers, country, date, product category, director, ad agency, award festival and keyword
- View copies of the advertising online or download the files locally for use in research
- Includes case studies, which provide essential insight on a specific marketing brief, the creative process deployed to meet the brief and the final campaign

/ ADDITIONAL ADFORUM RESOURCES

- Stay up-to-date with Adforum’s weekly Top 5 by category in Auto, Tech, Travel & Tourism, Alcohol, Food, Retail, Beauty & Health, Finance and by theme covering Directors, Digital and Worldwide
- Check out www.adforum.com/news for articles, interviews and insights from around the advertising industry
- Advertising for Good. Socially responsible advertising is a major theme in our industry. Look at who’s doing what to promote community, eco initiatives, brand and corporate social responsibility, through AdForum’s sister company, ACT Responsible

For more information about the Creative Library and other AdForum resources, please contact Carol Mason on carol@adforum.com or by phone on +1 631 905 6254 (New York).

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