



98% Pure Potato

John Griffiths, Tracey Follows

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The Andrex Puppy. The Smash Martians. The Oxo Family and The Honey Monster.

From the late 1960s, advertising agency account planners helped to develop long-running advertising campaigns that went on to build well-known household brands that we still use today. It was a golden era of advertising, partly because the campaigns seemed to connect with consumers so well. But who were the account planners who helped to develop these campaigns and build these brands?

In *98% Pure Potato*, the untold history of those real-life men and women is revealed through insights and anecdotes from some of account planning's most revered pioneers: David Baker, John Bruce, David Cowan, Lee Godden, Christine Gray, EV Jenkins, John Madell, Jane Newman, Jim Williams, Roderick White, Paul Feldwick, Jan Zajac and many more.

Industry experts John Griffiths and Tracey Follows trace the true beginnings, rise and evolution of the discipline that came to be known as 'advertising account planning', uncovering how the UK's most iconic campaigns came to be, and exploring what challenges and opportunities lie ahead.

This is the enlightening history of how a fundamental part of advertising practice came out of the UK, as well as an instrumental guide for anyone working or hoping to work in the advertising industry today.

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