

emotional advertising



YouTube video link: <https://youtu.be/JSqfkJnECM>

Copywriter: Nicholas Pisacane

Art Director: The late Al Amato

Bill Harvey's Long-Range Hope

Individual ads have shown that advertising can inspire people, while selling them things.

It's our hope that our work can impel the industry in the direction of making advertising something that knits us back together again spiritually and makes us kinder to each other, while selling us things.

There is no conflict between the mercantile and emotional goals. They are positively synergistic with one another. We have always known this, in the legal and accounting world, the phrase is Good Will.

For further information on Inspiring Advertising, please contact Bill Harvey at bill@billharveyconsulting.com