

# Welcome To The Advertisingawesomeness: Forget The Product. Forget The Idea. Forget The Campaign. By Mike Brandt

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**advertisingawesomeness** - Each week I will apply Advertisingawesomeness to one brand and present the solution here. Mike Brandt One idea could be to make your own book with cool stuff about animals, for instance, children would love to read a book . People are interested in the outcome, in the experience they get, not in the product itself.

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