



# No-Copy Advertising

*Lazar Dzamic*

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## **No-Copy Advertising** Lazar Dzamic

No-copy advertising does exactly what it says - promotes, publicises and sells without the use of words. Using examples from television, billboard, print and the Internet, Lazar Ozamic examines an intriguing variety of ads from the international arena. The unique relationship between consumer and brand - formed and developed by this method of advertising - is discussed, and (no)copywriters talk about their approach.

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