

A fascinating look at the real "Mad Men"—and women—  
behind some of the most memorable advertising  
campaigns of the past half-century

# ART & COPY

1 x 56 or 1 x 88 HD



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## CONTACT

Tom Koch, Vice President  
PBS International  
10 Guest Street  
Boston, MA 02135 USA

TEL: +1-617-208-0735  
FAX: +1-617-208-0783

jt Koch@pbs.org  
pbsinternational.org

“Like a good ad, Art & Copy bounds along and never bores.”

—The Hollywood Reporter

You may thank the creative people in *Art & Copy* for such familiarly evocative slogans as “Just Do It,” “I ♥ NY,” “Where’s the Beef?” and brilliant campaigns for everything from cars to presidents. Love them or loathe them, they have mastered the art of persuasion through hard work and seemingly boundless creativity.

*Art & Copy* reveals the work and wisdom of some of the most influential advertising creatives of our time—people who’ve profoundly impacted our culture, yet are virtually unknown outside their industry. Exploding forth from advertising’s “creative revolution” of the 1960s, these artists and writers all brought a surprisingly rebellious spirit to their work in a business more often associated with mediocrity or manipulation: William Bernbach, George Lois, Mary Wells, Dan Wieden, Lee Clow, Hal Riney, and others featured in the film led the way in the creation and constant redefinition of the ad business. In fact, Bernbach, Lois, and Wells are the original advertising creatives who shaped the era depicted by the hit TV series *Mad Men*. They managed to grab the attention of millions and truly move them. Visually interwoven with their stories, TV satellites are launched, billboards are erected, and the social and cultural impact of their ads is brought to light in this exploration of art, commerce, and human emotion.

The film serves as a history lesson in a time when we celebrate advertising entrepreneurs in *Mad Men*, but also are increasingly concerned about privacy issues and the sheer volume of spam, junk mail, and targeted marketing messages we are bombarded with daily. What does the crush of advertising do to our psyches? What makes truly good advertising both effective and entertaining? How do advertising creatives exploit the human brain to manipulate us into wanting things we might not even need? And most of all, what would we do without them?

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## CREDITS

Director: Doug Pray

Producers: Jimmy Greenway & Michael Nadeau

Photo Credit: Mike Hughes / Butler, Shine, Stern & Partners; mhlam for shutterstock.



Sundance Film Festival  
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