Dear ………..,

Creative reputation mostly depends on constantly solving our client’s business problems and supporting their growth. But building our reputation and winning new assignments also relies on winning creative awards and packaging our case studies.

So how do we do that really well?

‘No case film, no award’ is the point of view from Peter Ampe, Creative Director who won many Awards himself. Peter was often on the other side of the table as a judge of campaigns and marketing communication programs. He knows both sides of the coin, *creating* and *judging*.

On that basis he wrote the book ‘*From Cold case to Gold case’.*

His perspective is that agencies can only win Awards and convert new business with well thought out case films. The author combines fifteen years of jury experience with sharp analyses of award-winning cases. The book is a guide based on vital insights. You will learn how to go from copywriter to screenwriter and use *plot*, *genre* and *structure* to evolve from complacent to compelling, from messy to seamless – from case to story.

This step-by-step guide provides an essential tool for every advertising professional to make better case films.

To date Peter’s track record includes the highest accolades in about every major international award show, among them 43 Cannes Lions Awards and 14 Effie Awards. During the last decade, Peter has been a respected member of the Global Creative Boards of agency networks.

Using his tips and insights will, no doubt, give you a better chance to win Awards and build better case stories contributing to Ogilvy’s reputation.

Here is the link to visit the Global Reading Club website:

<https://globalreadingclub.com/books/from-cold-case-to-gold-case>

Enjoy reading and listening,

[Your name]

P.S. Attached is the Newsletter covering the book *From Cold case to Gold case*