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## RESEÑA

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# HOW TO GET YOUR MESSAGE ACROSS. LATEST CREATIVE TRENDS AND INNOVATION PROCESSES IN COMMUNICATION CAMPAIGNS

Francisco Cabezuelo Lorenzo and Carlos Fanjul Peyró  
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Crisis and innovation seem to be two current paradigms. Pages have been written about the former and many persons now advocate the latter to overcome the dire situation. The point is that neither Communication nor university teaching can be understood at present out of both terms. In this context emerges *How to Get Your Message Across: Latest Creative Trends and Innovation Processes in Communication Campaigns*, by Professors Francisco Cabezuelo-Lorenzo (University of Valladolid) and Carlos Fanjul-Peyró (Universitat Jaume I of Castellón), with a foreword by Professor Monica Viñarás-Abad (San Pablo CEU University of Madrid).

In line with the second term at university level, the efforts to adapt and change brought about by the European Higher Education Area (EHEA) have been manifested in no little scientific and bibliographic output with various proposals to adapt the studies on Communication Sciences to the requirements of the new teaching-learning methodologies. But not all of it has achieved high levels of significance and response for the purposes for which it was created.

Otherwise is the case of this academic work. Specifically, *How to Get Your Message Across* is an important informative work in the field of Advertising and Public Relations. In it, Cabezuelo and Fanjul present a series of materials for the study of Institutional and Corporate Communication. But also, they do it bearing in mind the maxim of innovation about which we started to speak in this review. The reader finds a work that is new for its format, since this is a book-CD whose technical characteristics facilitate reading in the already usual and various mobile devices, and

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highly visual for its design and layout. Although it might seem otherwise, both features serve to strengthen its scientific approach and paging that has been divided, from the point of view of structure, into two parts: a theoretical perspective, in the former, and a variety of practical cases in the latter.

Regarding the theoretical and conceptual framework, this paper highlights the classics of the world of strategic and organizational communication such as James E. Grunig and Todd Hunt, the authors retake the maxim that "public relations are the characteristic management feature that helps establish and maintain mutual lines of communication, acceptance and cooperation between an organization and its public; it entails managing problems or conflicts; it helps management to be informed of and be sensitive to the public opinion; it defines and emphasizes the responsibility of management to serve the public interest; it helps management to keep abreast of change and use it efficiently, thus serving as an early warning system to facilitate anticipation to trends; and it uses research, rigor and ethical communication techniques as key elements "(p. 14). They also work on Dennis Wilcox and Glen T. Cameron, Fraser P. Seitel, Rex Harlow, John Marston, Sam Black, Scott M. Cutlip and Allen H. Center, among others.

The criterion for selecting the case studies has been its success and impact and consideration, by the authors, as paradigms of the "last creative trends and innovation processes in communication campaigns." Its subject matter is very diverse, ranging from airlines, furniture and household appliance stores, fast food chains and restoration, travel agencies and tourism promotion programs, brands of all kinds of clothes, sports, beverages, technology or food and cleaning products. Similarly, this work also contains cases related to non-governmental organizations, some social-awareness-raising campaigns and examples of political communication, also international such as the one developed by the president of the United States, Barack Obama. All this collection of successful examples of 'publicity' is addressed from the case-study methodology and considering that said examples contain the necessary features to arouse a deep and rich debate.

This informative, clear and concise work has been published by the International Forum of Communication and Public Relations (Forum 21<sup>st</sup>) at the workshops of CERSA printer's in Madrid and it includes a basic bibliographic compilation and complementary sources that will surely be useful both to those studying this subject and to students in Communication Grades, to whom Prof. Fanjul Cabezuelo and Fanjul dedicate their work and about whom they say that "without whose debate, dialogue, interaction, feedback and exchange, none of this would make sense." "A good college is made of good students and good professors" (p. 3), add they, underscoring the educational interest of this Book-CD that has now been published.

**Synthesis of professional curriculum of the author/s of the book under review:**

**Francisco Cabezuelo Lorenzo:**

He teaches at the Faculty of Social, Legal Sciences and Communication at the University of Valladolid (Segovia Campus). He has a European PhD in Technology, Structures and Information Treatment from the Faculty of Information Sciences at the Complutense University of Madrid. He also has a BA in Journalism (UCM) and a BA in Advertising and Public Relations (UCJC). He has an Official University Master's Degree in Marketing and Corporate Communication from San Jorge University. He has completed a professional graduate course in Public Relations Management at McGill University (Canada) and has a Certificate in Communications from Concordia University (Canada), he has a grant from "la Caixa" Foundation. He received a graduate fellowship from Caja Madrid Foundation for The Queen's University of Belfast, Northern Ireland. He has taught at several Spanish universities and has been a visiting professor in several European countries.

**Carlos Fanjul Peyró:**

He holds a PhD in Communications (Advertising and Public Relations) from the Universitat Jaume I of Castellón (UJI). His research focuses primarily on the social influence of non-verbal codes of reality in the advertizing message and he has published several articles about it as well as a book entitled "Vigorexia: a view from advertising". Recently, he has been engaged with a research group called "Advertising in Digital Society" (ADDISO) which addresses the analysis of the new technologies for communication and how they have modified the traditional advertising models and formats. As a professor, he teaches "Theory of Advertising and Public Relations" in both the Advertising and Journalism Grades at Universitat Jaume I.