

This is a peer-reviewed, final published version of the following document and is licensed under All Rights Reserved license:

Murray, Matthew (2010) Matthew Murray shoots above the line advertising campaign for IKEA Kitchen Squad - BMB advertising Agency, London. Photography stills shot alongside TV commercials - Matthew Murray works directly with the creatives and writes treatments for each of the ads shot. Campaign Magazine.

Official URL: <http://www.campaignlive.co.uk>

EPrint URI: <http://eprints.glos.ac.uk/id/eprint/4557>

Disclaimer

The University of Gloucestershire has obtained warranties from all depositors as to their title in the material deposited and as to their right to deposit such material.

The University of Gloucestershire makes no representation or warranties of commercial utility, title, or fitness for a particular purpose or any other warranty, express or implied in respect of any material deposited.

The University of Gloucestershire makes no representation that the use of the materials will not infringe any patent, copyright, trademark or other property or proprietary rights.

The University of Gloucestershire accepts no liability for any infringement of intellectual property rights in any material deposited but will remove such material from public view pending investigation in the event of an allegation of any such infringement.

PLEASE SCROLL DOWN FOR TEXT.



<https://www.questia.com/magazine/1G1-221889193/marketing-promotion-the-thinkboxes-winner-for-january-february>

