

next tuesday afternoon

october 30, 2007

During his keynote speech at Adweek's Creative Conference in Los Angeles, ad industry's renowned Creative Director Lee Clow stated that artists are taking over the Internet from technologists in a dynamic "revolution."

For those of us in the industry, this is as thrilling as it gets. Techies, while necessary, are not known for their creative prowess. In a presentation called "The Next Creative Revolution," the chief creative officer of TBWA Worldwide said that an increasingly complex and creatively challenging media environment means that agencies' "product" would no longer be defined as advertising, but as "media" arts. This is a brilliant and, thankfully, easy to understand definition of what's going on in advertising these days. Everything is media, and it's how people make decisions about brands.

Clow noted that this seismic change in the industry represents the first revolution since the '60s, which was led by such creatives as Bill Bernbach, certainly a mentor to every true ad person in the land. Media artists will profit for many years to come, he says, in that "brave new world of conversation, not monologue." Clow showed various examples of how TBWA offices worldwide have gone beyond traditional media to craft effective communications programs.

"Television won't go away, but hopefully dumb TV will," said Clow. As an example of smarter TV, he offered a Skittles commercial that promoted later spots that ran exclusively online called The Little Lad, which got over a million hits on YouTube.

"Brands are being given a whole new relevance by ultimately being understood from any touch point," Clow said. "We have to harness everything available." Techies, this is fair warning, you may find ad folks in your backyard without much notice.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at OneAlliance.com and I'll be back next Tuesday afternoon.

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