



Pay No Attention to that Man behind the Curtain: How Technology has made Traditional Advertising Obsolete

Patrick Griffin

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So you've just come up with a new ad campaign. Love the spots! Too bad no one will ever see them—even worse—too bad no one cares! Why is it that so much of that stuff we immediately recognize as "advertising" is so bad? It's not just bad—it sucks. The reason: even though it's 2010, most ad agencies and the practitioners who run them are still doing things the same way as Don Draper and the guys from Sterling Cooper on Mad Men, the hit AMC series that depicts Madison Avenue in the '60s. The problem today? Gone are the chain-smoking, bourbon-slugging, secretary-assaulting "ad men" of the '60s. Newspapers and radio are dying. Commercial TV is losing its audience to subscription-based content. Today's consumer of advertising content is mobile, prepared to DVR through commercials, and watch content on their terms online, on a hand-held device, or a Smartphone. In Pay No Attention to that Man behind the Curtain, Patrick Griffin and Kevin Flynn dissect mass media advertising at an historic crossroads and explain what no longer works. Through real-world examples and biting humor, they show how to market in ways that are both creative and smart.



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