



CONTAGIOUS



Rule Breakers / Big Transforming Ideas / by Kevin Roberts

The best way to predict the future is to invent it yourself. This is what agencies have to do to survive. As Leonard Cohen says, 'Everybody knows': That clients are disillusioned by the mass market, aka the mess market. / That the Attention Economy is drowning out most messages. Shouting is not engaging. / That consumers are not happy. They're in control but out of joy. / That the 30-second TV spot is part of a bigger picture. / That brands have become bland. / That most advertising is ignored. Because it's crap. And the future? Well. Everybody knows that the consumer won't take it anymore. She's moved right through the Information Age, right through the Age of Knowledge and said: 'I'm here - in the Age of the Idea. Stimulate me, surprise me, intrigue me, involve me, entertain me, but do not bore me.' And that's what this entire conversation around content, context, contact, clutter and convergence is doing. It's just boring her. For advertising agencies to thrive in the future they must transform from 1980s client-servicing, hierarchical fiefdoms into lightening-fast, consumer-facing, freethinking, free ranging maverick tribes. We must stop this march into corporate commodification and consolidation and regain our place at the table as the heart, voice and future of the Consumer Republic. We must transform from Advertising Agencies into Ideas Companies; in structure, practice and action, not just on the letterhead. Ideas are the currency of the future. We need to get the conversation back to the Strategic Idea, the Communications Idea, and away from the campaign, the ad, the board, the context, the process, and most inane of all, whose role it will be! Advertising Agencies must become the place where new Ideas are born, birthed and brought to the world. Ideas of all kind but especially BTIs - Big Transforming Ideas. BTIs are contagious. Once you set them loose you can't stop them. Call it viral, call it word-of-mouth, call it Jeffrey if you like. The power of big ideas means that smart Idea companies will influence the way the world works and plays. BTIs are optimistic. The ones that don't side step the real challenge: to make the world a better place. The ones that know we can make a difference. BTIs are emotional. Emotion is an infinite resource. Lovemarks - passionate commitment to utilising mystery, sensuality and intimacy - is the way to emotionalise business beyond brands. BTIs ignore boundaries. Like consumers, they don't give a damn about how they are delivered. Billboard? Fine. TV spot? Sure. Touch-screen in store? Let me at it. Just touch me. BTIs are local and global. That's their genius. Developing economies are on the rise. People everywhere want to join a new world of choice and excitement. Dump Either/Or; deliver And/And. BTIs love screens. Phones, TV, online, movies, kiosks. Hot emotional cut-through with the power of Sight, Sound and Motion. SiSoMo is a visual revolution. We need to play on screens everywhere. BTIs are best brought to life in the Store. The shopping experience is as bland as the brand experience. Bring mystery, sensuality and intimacy to the consumer as she shops and decides. BTIs come from people who believe that work is 20% perspiration, 30% imagination and 50% inspiration. Creativity is one of the world's most valuable resources. Where does creativity live? With us. BTIs don't put their hands up at holding company team meetings. They live out there in the real world with real people nurtured by inspirational spirits, passionate minds and true hearts. Only BTIs create loyalty beyond reason. The future of advertising? BTIs.

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