

It's going to be tough, but we have hope in our future, that is because – we don't focus our efforts on media. We are focused on solutions – most of which, the majority of, are not driven by media. They're driven by customer interaction and results. You don't see any mention in the article about web site development and digital tools, mobile Aps, social network strategies, shopper marketing and events, or good old fashioned DM-CRM, other than the mention that banner ads don't work on Facebook and Twitter. How profound. Ad Age has never given any of these categories much coverage, because in their minds, they weren't Advertising. They weren't what "Mad-Men" were all about. It's been over 5 years now, these practices we do the most of – that Ad Age and the giant Advertising holding companies call – "below the line marketing," actually became "above the line," because they began generating the majority of all revenues for agencies. Here is the bottom line - it's huge, obvious and has never been more true; 1) Consumers are in control and they associate and buy things from "people they trust." 2) Advertising media at best, does not directly sell. It simply creates awareness, to stir curiosity and give people a reason to ask their trust network about a message they saw. 3) Friends, family and minimally general opinions found in trusted communities are trusted more than all media buys combined. Our job is to help clients build trust with an audience. Seeing is believing. That's why we're focusing on website development and tools, mobile aps, social networking strategies, events and shopper marketing, to provide tools to help people manage their lives and to make educated decisions that they trust. Can we produce TV, radio and outdoor? Yes. Is it important to our future? No. Clients are emphasizing the word "Trust" and "Building Trust with customers" in their briefs because they're hearing it focus groups. I write all of this to let you know, when Ad Age says, "we are irretrievably fucked," you're right. You are, as long as you continue to see the "Ad World" as it once was. We're not, because we have never seen it that way. Rodney Mason, CMO Moosylvania The Great State of Design
rodney@moosylvania.com –FRISCO, TX