

The Musings of an Ad Guy: IT'S ALL PART OF THE THRILL

Ot's a tough world out there. And advertising is no exception. Complex strategies, audience segmentation, targeted creative concepts, and the expression of these ideas across the digital world make our tasks very challenging.

Add to that the time and financial pressures that impact us all and you just have to wonder if the thrill of reaching clients might just be lost to seemingly insurmountable issues of the day?

I have a simple answer to this complex scenario — NO!

Mad Men gives us all a taste of the “good old days” and the value of a three-martini lunch. But these days, I've made it a point to drink my own “creative Kool-Aid” and I'm choosing not to look back and long for those days. I'm too busy trying to be one of those who embraces change and moves to invent the future of advertising and healthcare. While reveling in the thrill.

A Big Bang of Creativity

Today, we live in another “big bang” of creativity in advertising and it's akin to the emergence of television. The Internet, digital communications, smartphones, and social media are just some of the innovations that completely change everything. This is our new creative sandbox. And, in a word, it's amazing. But it's our job — as ad guys — to bring this thrill to the meetings, text messages, conference calls, and all other interactions with our clients.

The magic of advertising is alive and well. And clients are waiting for their agencies to serve it up in ways that will change customer behaviors, drive sales, and simply delight them.

If you're having trouble finding the thrill, you're just not looking.

The Thrill of It All

Thrilling strategy: direct control is gone. Today, influence drives the story and changes behavior. With so many stakeholders talking and tweeting your message, the role of the marketer is to help shape this dialogue and shape the behavior of thought leaders. It's thrilling that today's thought leader might be a mom with a powerful blog presence.

Thrilling creative: Print? Okay, but...the robust expression of a creative concept in the digital space is nothing short of awe-inspiring. Motion, sound, and interactivity now define the palette of innovation and creativity. Thrill your customers (yes, clients) with the full promise of digital with video,

sound, and even augmented reality that jumps off their computer screen and right into their laps.

Thrilling engagement: Today's client engagement is far beyond the contact report. Engagement is a live video update from a convention, links from a Twitter feed, geo-locating to “bump into” a client at a convention, and scores of customized apps to provide 24/7 contact from around the corner to around the world. Have you experienced the thrill of a well-received re-post or re-tweet?

Thrilling data: The big idea now lives in the context of big data. Our ability to track and understand trends and behavior is an emerging science that will revolutionize our need and use of metrics. You can even measure a client's level of sentiment and thrill by using technology that exists today. Maybe there should be a “like” button for your clients to push?

Thrilling change: Well, at least it's not boring. The rate of change and its unpredictable nature keeps our creative fires stoked. What was Star Trek's or Star Wars' fantasy technology of yesterday is today's “must-have” item.

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From smartphones to hand-held ultrasound scanners, the future certainly isn't what it used to be. In the technology world, if it worked yesterday, it's already obsolete.

Thrilling results: In the final analysis, it's about results. And reminding clients that changing behaviors — which, in turn, changes outcomes and saves lives — is the best reward. Instant gratification — and success — can be a click away.

Health is at the core of this digital innovation and there's no better time to foster passion and enthusiasm for change that reinvents our lives and industry. Digital empowerment of healthcare professionals, patients, and caregivers is changing the very basic dynamics of wellness and care. It's not just pills that are saving lives; clicks are doing it also. And this is only the beginning.

Ask yourself: “Am I thrilled with the changes that empower our industry?” Your clients are, and they're waiting for you to help. **PV**

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