

Advertising is dead, long live fragmented appeal

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Marketing Editor

THE top echelon of Australian TV programmers are in the French Riviera this week trying to snap up new content to keep audiences coming back to their channels.

But one of the keynote speakers at the annual MIPTV event in Cannes told the Australian contingent and their international counterparts on Tuesday that their time was up.

The South African born, US-based digital media and marketing upstart, Joseph Jaffe, who has created copious amounts of chaos in media and advertising circles with his views and book on life after the 30-second TV commercial, is hell bent on the eradication of advertising.

For the broadcasters Jaffe was briefing on Tuesday, it means big changes to their content, although he is equally potent in taking on the advertising establishment.

Jaffe could be excused for being another attention-seeking nutter in the new media arena except that if he is, big companies are opening their doors to nutters - Coca-Cola, Procter & Gamble, Motorola and Fox Interactive Media are all part of the long line-up of blue chips that have paid Jaffe to espouse his dissident views.

He also happens to be a senior fellow at the Centre for the Digital Future at the University of Southern California, the very institution James Packer and his team at ninemsn has invited to preach every year at the Digital Marketing Summit.

So far, all of Jaffe's big business connections have yet to successfully restrain his anti-advertising, doomsday "old media" predictions, including his new partners at crayon, the hybrid communications and consulting firm that Jaffe founded with an office in the

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JOSEPH JAFFE, senior fellow, Centre for the Digital Future

virtual world of Second Life.

"My business partners prefer me not to say eradicate advertising," he told the *Herald* from Cannes this week.

"They have said 'reforming advertising' rather than eradicate but someone's got to have the balls to challenge.

"Nobody's doing it. I do mean the eradication of advertising in its current form and format.

"If there is a 20-minute piece of content that might be referred to in some places as advertising but a consumer voluntarily elects to watch it because it is relevant

to them, I would not call that advertising.

"My definition of advertising is trying to sell stuff to people who don't want to be sold to, using methods that applied 50 years ago and no longer are relevant."

Jaffe is the former head of digital media in big international advertising and media networks such as OMD and TBWA Chiat Day and is due in Australia in a few weeks for a whirlwind visit staged by fledgling branded content agency, The Conscience Organisation. Jaffe

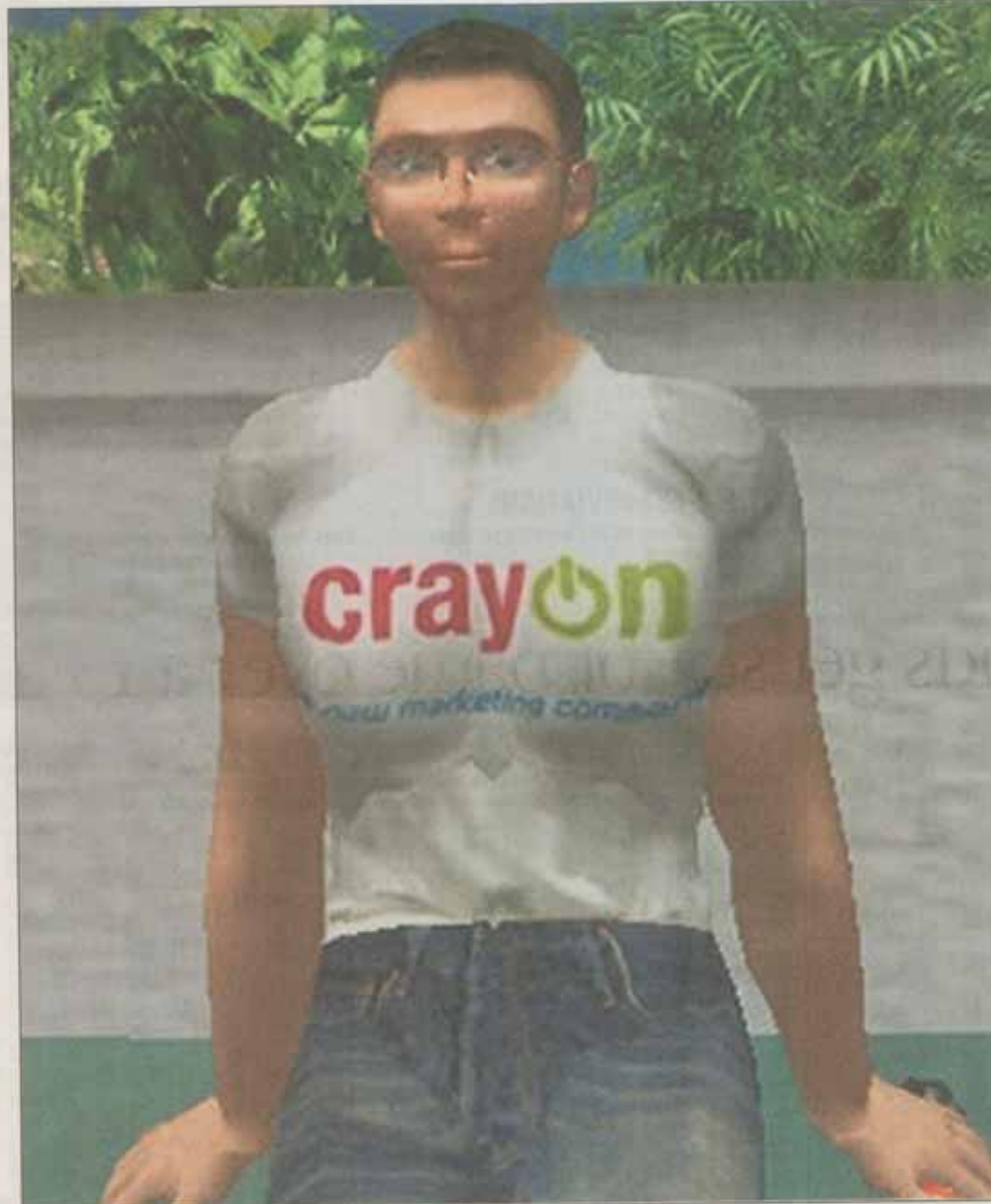
plans an assault on traditional communications agencies and marketers.

"The industry is by and large still in industrial revolution mode," he says.

"It's mass production and therefore mass marketing. We all know this now.

"It seems almost 10 years ago we were talking about customisation but where the hell is customisation in marketing communications?

"Your audience is fragmenting, so fragment with them. It's a no brainer."



Unreal ... Joseph Jaffe's Second Life form advertising his virtual communications and consulting firm.