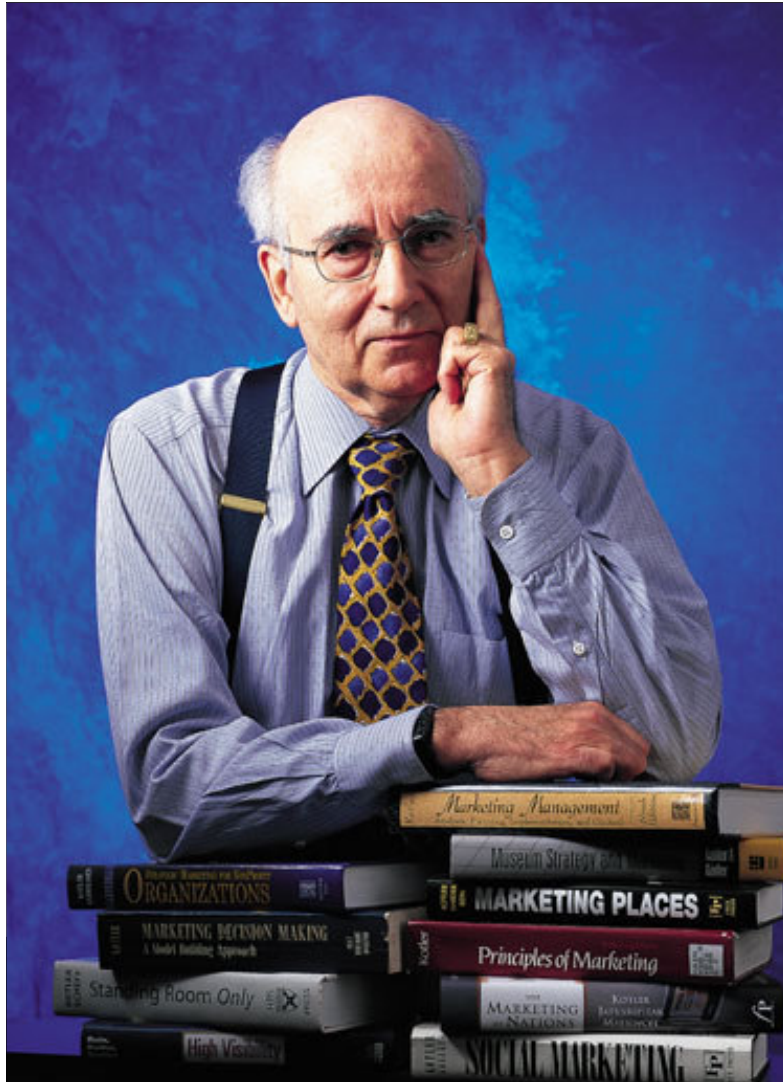


A detailed, atmospheric illustration of a futuristic city street at night, raining heavily. The scene is filled with neon signs in various colors (red, blue, green, yellow) and languages, including Chinese characters and the Atari logo. A flying car is visible in the air, and the ground is wet and reflective. The overall mood is dark and cyberpunk.

THE FUTURE OF ADVERTISING

REWRITING THE RULES

Jacco ter Schegget, Tribal DDB Amsterdam



“Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor”

Principles of marketing

Philip Kotler & Gary Armstrong

VICTORIA BREWERY



AND LAGER BEER.

AGENCY ON YATES STREET, BETWEEN
WHARF AND GOVERNMENT.

A LARGE STOCK constantly on hand. Orders
filled for Queenborough, and every other town
on Fraser River.

Beer delivered in any part of the town of Victoria
free of charge.

J. D. CARROLL, Sole Agent.

March 19th.

6m

Daily Colonist 19 March 1859

COCA-COLA

SYRUP * AND * EXTRACT.

For Soda Water and other Carbonated Beverages.

THIS "INTELLECTUAL BEVERAGE" and TEMPERANCE DRINK contains the valuable TONIC and NERVE STIMULANT properties of the Coca plant and Cola (or Kola) nuts, and makes not only a delicious, exhilarating, refreshing and invigorating Beverage, (dispensed from the soda water fountain or in other carbonated beverages), but a valuable Brain Tonic, and a cure for all nervous affections — SICK HEAD-ACHE, NEURALGIA, HYSTERIA, MELANCHOLY, &c.

The peculiar flavor of COCA-COLA delights every palate; it is dispensed from the soda fountain in same manner as any of the fruit syrups.

J. S. Pemberton;

Chemist,

Sole Proprietor, Atlanta, Ga.

DREFT

presents

*"A Film
Mystery"*

3E 3





©1988 VOLKSWAGEN OF AMERICA, INC.

Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape.

In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires.

That's because once you get used to

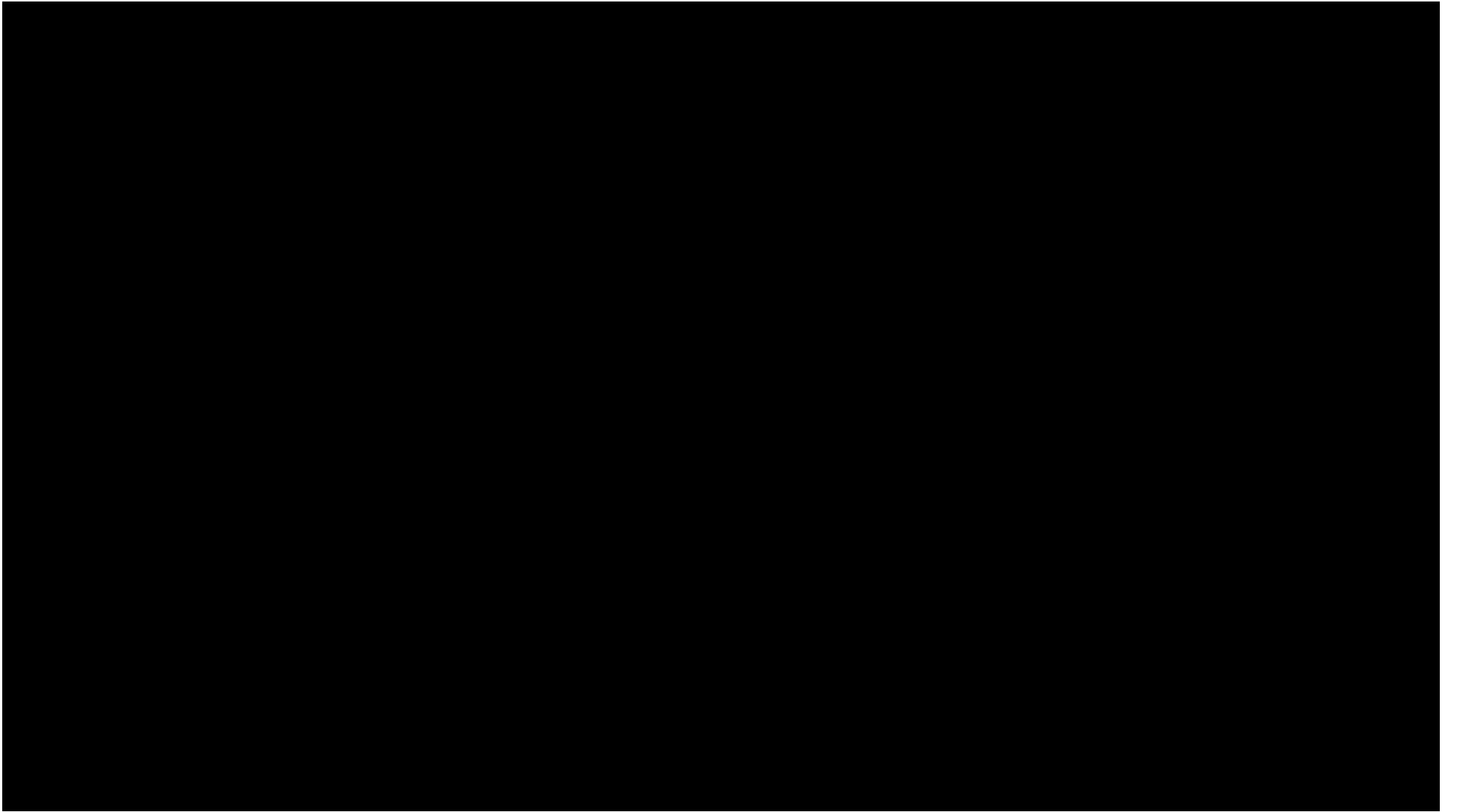
some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill.

Or trade in your old VW for a new one.

Think it over.



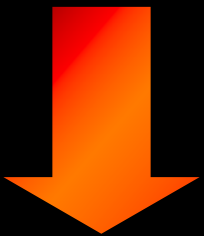




DIGITAL ADVERTISING IS GROWING RAPIDLY



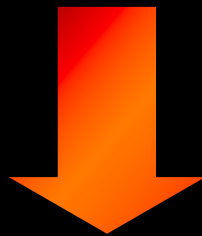
18,7%



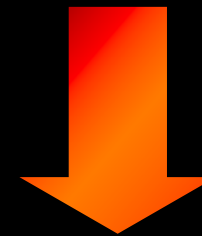
18,1%



10,1%



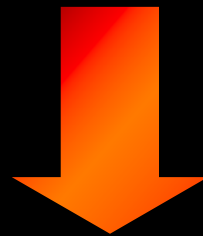
11,7%



9,2%



14,8%



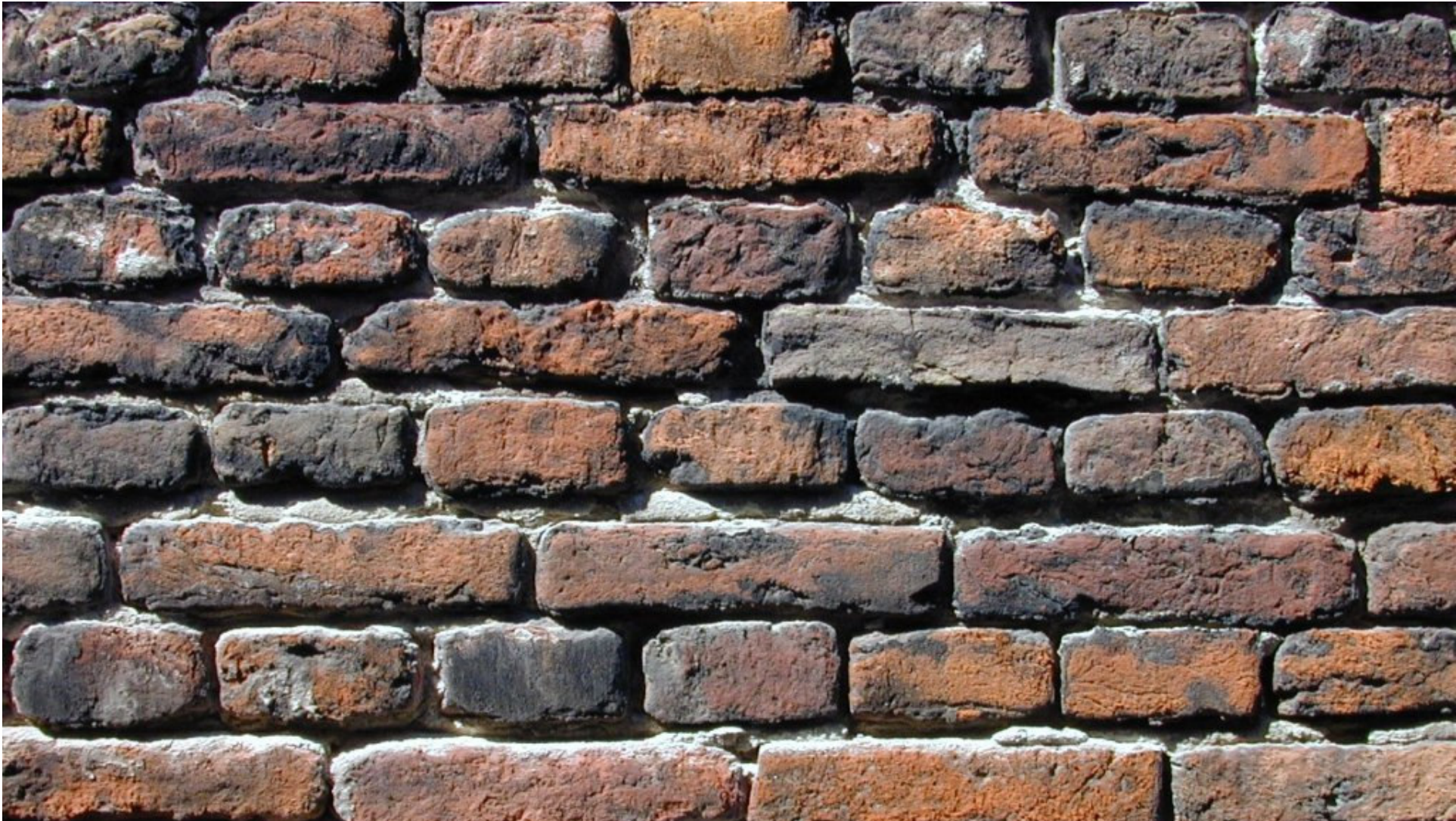
Source: http://www.nytimes.com/2009/08/04/business/media/04adco.html?_r=2











The NEW marketing world

- entertaining
- inviting
- Interesting
- adding value



Philips Cinema 21:9



THE PRODUCT: 'The World's first Cinema proportion TV'
□ *Featuring: Ambilight and Award Winning Picture Quality*

OUR BRIEF: Own Cinematic Viewing Experience in the home

PHILIPS LAUNCHED THE WORLD'S
FIRST CINEMA PROPORTION TV



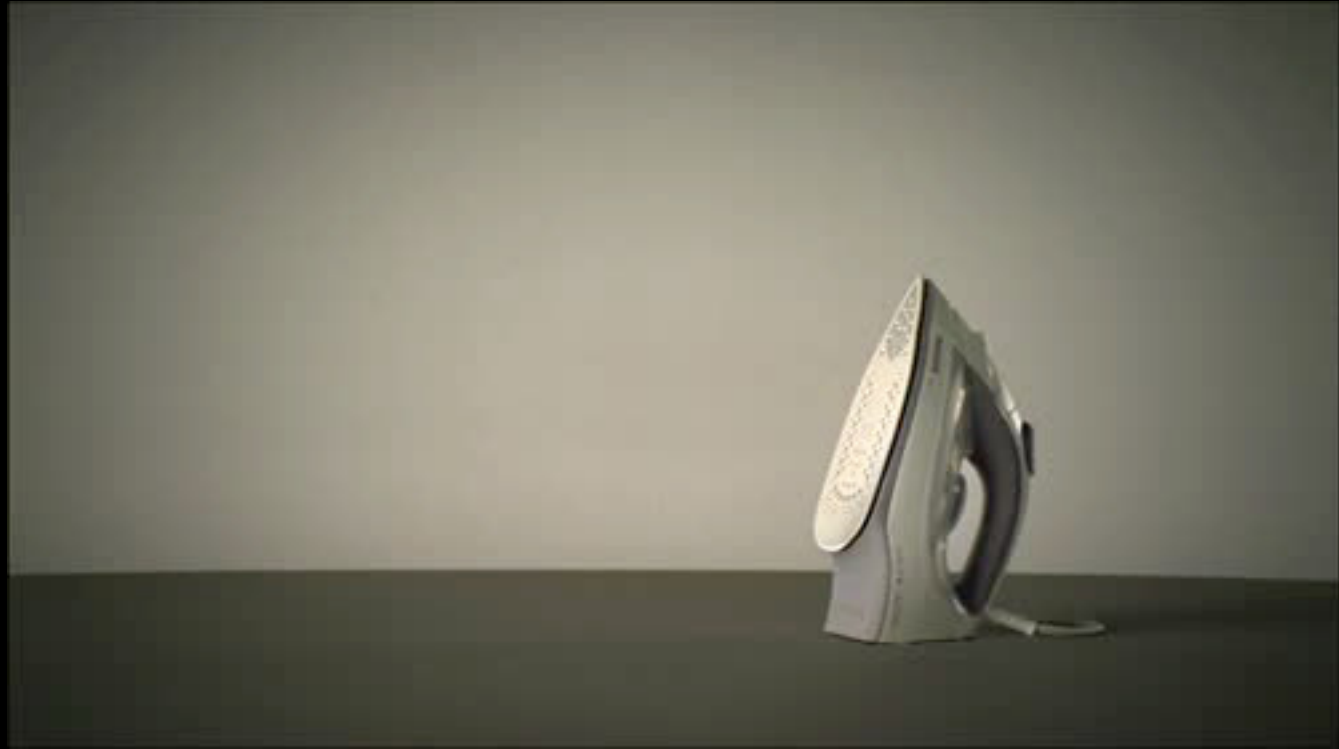
What did this do for **Philips**?

It made Philips interesting, likeable,
somebody worth knowing, someone worth
peeping in on





Philips_VS



A vintage microphone on a stand, illuminated by a red light against a black background. The microphone is positioned in the center-right of the frame, with its stand extending downwards and to the right. The lighting creates a strong contrast, highlighting the metallic mesh of the microphone head and the texture of the stand.

this didn't get people talking

WE asked ourselves the question – where can we
Find creative people full of ideas that they want to
Tell everyone about?

WE DECIDED TO
LAUNCH ON TWITTER

Philips_vs You. We're looking for the ultimate product test
ideas. No limits—except 140 characters.

8:46 PM Jun 15th from web





Login Join Twitter!

JOIN THE COMPETITION

To enter, follow @Philips_vs on Twitter, and reply to us with a description of your idea or visualize it with a link to an image or video that you created. The best suggestions will be re-tweeted on this page. Our jury's favorite will be filmed and shown all over the Web and its creator will win a Cinema 21:9 TV. There are more great prizes for second and third place.

TIPS

- Twitter your entries to @Philips_vs using 140 characters or less.
- Follow @Philips_vs for inspiration and direct feedback.
- Read all of our tweets and get a feel for what we're after. Then try to top them.
- Spread the word using RT (re-tweet).

Hey there! PHILIPS_VS is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving PHILIPS_VS's tweets.

Join today!

Already using Twitter from your phone? [Click here.](#)

RT @SonjaFinney: Next round: #Philips_vs tropical fish. Create an aquarium of the 21:9. The Ambilight shows moves & colors of the fish.

12:57 AM Jul 13th from web

Thanks for all the entries so far. We will select a winner very soon. For now, keep sending in new ideas, the next round is on it's way!

3:03 PM Jul 10th from web

RT @bskillz0wnzu: #PHILIPS_VS gorilla. Can you shave a gorilla with a Norelco Bodygroom shaver? Clean it's teeth with a Sonicare?

2:58 PM Jul 10th from web

RT @djees: #Philips_vs Saturday Night Fever. Can you host a disco party using Philips products only?

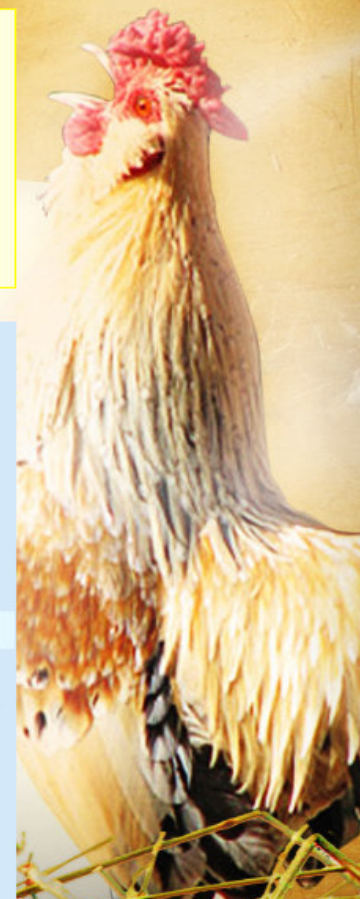
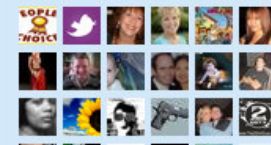
Name PHILIPS VS
Web <http://www.philip...>
Bio Philips_vs_anything you can imagine in 140 characters. We challenge you to challenge us for the chance to win a Cinema 21:9 TV & worldwide fame.

2,931 following 2,974 followers

Tweets 146

Favorites

Following



Check our twitter channel! 

PHILIPS VS 140 CHARACTERS OF GENIUS

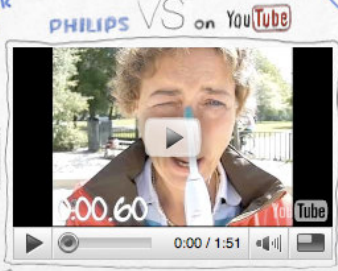
STEP 1

Want to win this TV?



STEP 2

Have a look at this



terms and conditions

twitter your ideas here ↓

#Philips_vs

Twitter username

Twitter password

follow philips_vs

no twitter account yet? [click here](#)

SEND

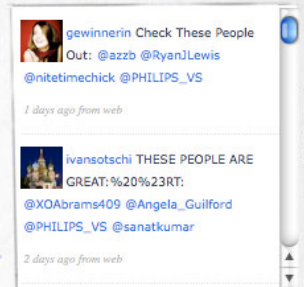
STEP 3

Think you can do better?
Login to your Twitter account and
Tell us your idea in 140 characters or less

STEP 4

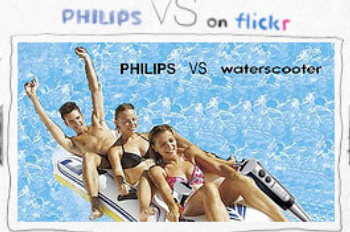
it will appear here

twitter entries so far



STEP 5

If we think your idea is awesome we will make it! & you'll be in with a chance to win the TV!



and this

MEANWHILE, **OVER ON TWITTER**

We had a team twittering every day, creating photoshop images of people's entries and launching them on the channel



DEEB 2EV

Philips
vs
the sun

How would you
Challenge Philips?

Tweet for #Philips_vs and win

COOL! RT @desgnsojourn: Cool Viral Marketing: A Rooster getting woken up by a Philips Wake-up Light. <http://twurl.nl/dzywgg> (@philips_vs) 3 days ago

Eine kleine, aber feine Kampagne namens „Philips vs.“ könnte noch spannend werden: Der Elektronikkonzern will damit zum großen Match antreten. Doch wogegen eigentlich? Das sollen Twitter-User entscheiden!



“Good idea very well executed.
The power of Philips...”

Innovatieve Twitter campagne Philips

AD!vertido

Tijdschrift voor Marketing
Molblog

YPSILON2

digitalbuzz

ADVERBLOG

'boards BETA

Adformatie

Ook Philips aan de Twitter met innovatieve campagne

TWITTER NON CONVENZIONALE

Consumer Products Shop

PHILIPS VS

We challenge you to challenge us

PHILLIPS VS!

Philips Vs 140 Characters Of Genius

SEND

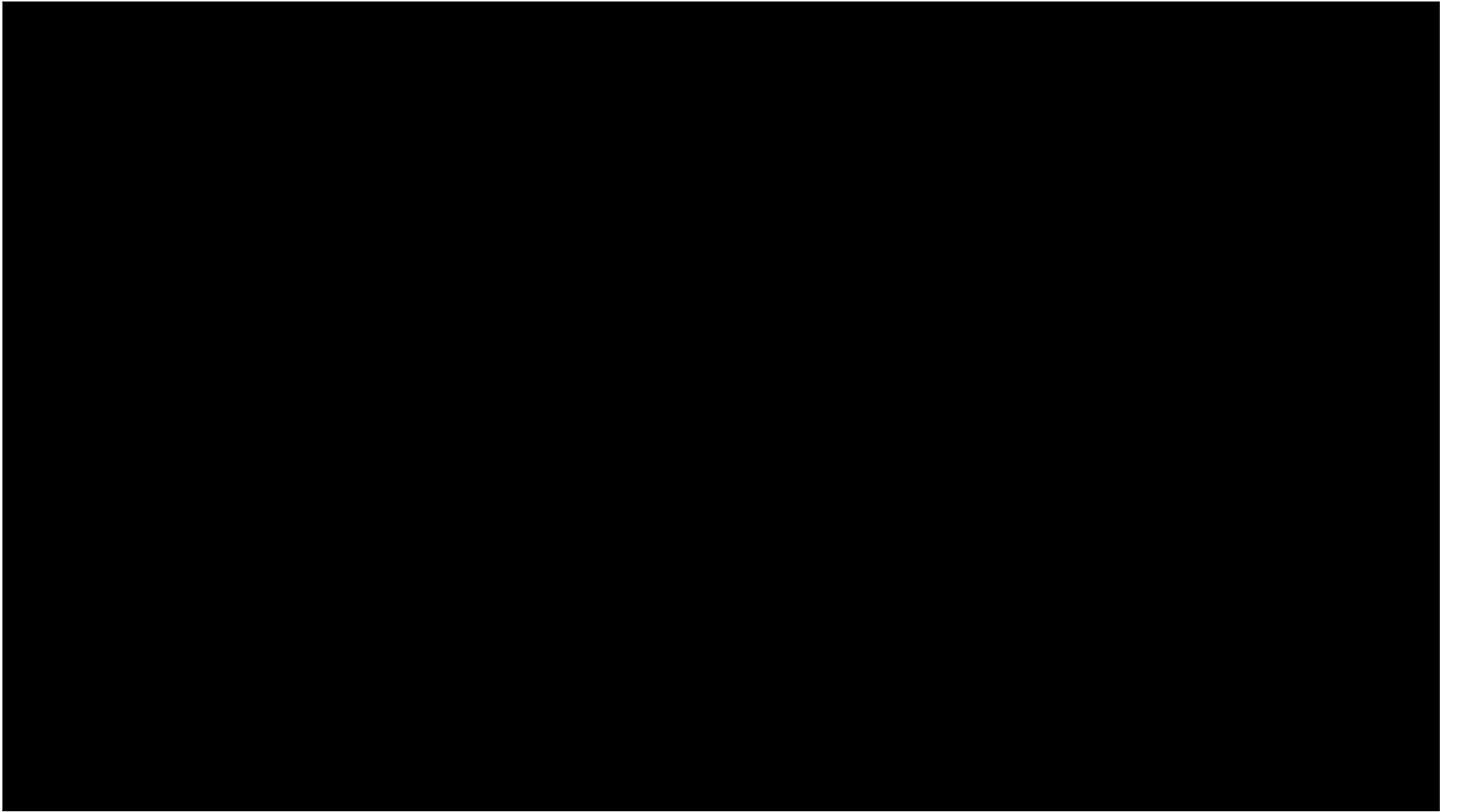
Really innovative. Very interesting ad campaign.

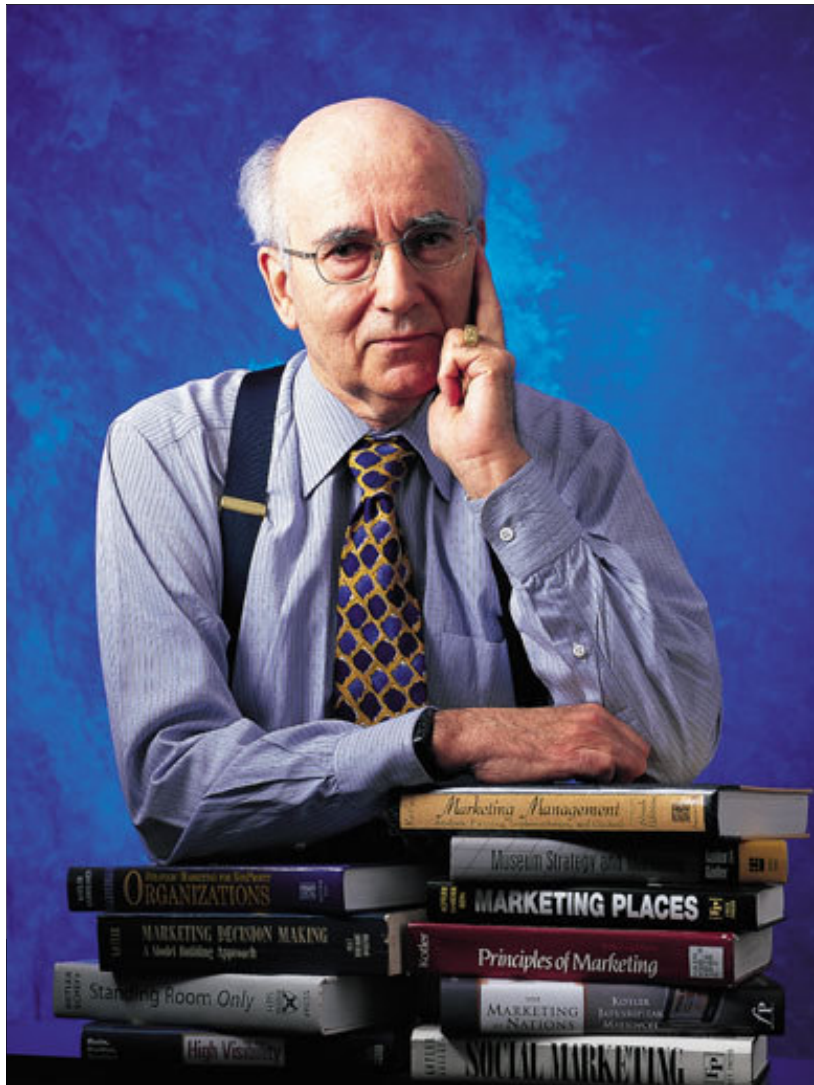


Retweeting @JaccotS: Check out the [Philips_VS](http://www.youtube.com/user/PhilipsVersus) Youtube channel: <http://www.youtube.com/user/PhilipsVersus>. Wolfboy is there! about 26 minutes ago from whirl

Cornetto
TRUE LOVE EXISTS.







- Influence the Swarm
- The future model is permission-based: push becomes pull
- Good advertising is:
 - Entertaining
 - Inviting
 - Interesting
 - Adding value