



“look into my eyes, look into my eyes...”

How would you explain the difference between ethical and unethical advertising? In our relentless quest to answer this hoary question, we turned to Vilhjamur Stefansson, the Canadian arctic explorer and ethnologist ... obviously.

Vilhjamur Stefansson stuck his neck out on this one, claiming in the 1950s, that “Unethical advertising uses falsehoods to deceive the public, whilst ethical advertising uses truth to deceive the public.”

While we don't necessarily agree with Vilhjamur (presuming he will forgive our unethical 'first name terms' familiarity!), it did nevertheless get us thinking. Not only does 'ethical advertising' now mean something entirely different i.e. third sector marketing, but Stefansson's observation also relates to one of the most fundamental principles of what we do.

Think of entertainer Derren Brown and his powers of persuasion. Here is a man, we admit at the top of his game, who could probably even encourage a politician into speaking plainly (a stretch, possibly) simply because he's locked into something that, by definition, altered the face of advertising forever... the techniques of accessing

the suggestive layers of the human mind and enforcing a response.

We know advertising is more than just: “Buy this brand, not that one.” As marketeers we have to change perceptions, convey complex ideas simply, fight for space in a crowded media landscape etc etc. So it's not deception, it's suggestion, probably more like Theodore Parker, the 19th century American preacher and intellectual, said. “Kodak sells film but they don't actually advertise them. They advertise memories”. If that's a deception, then slap us on the tail and call us Beelzebub. In any case, in this consumerist culture of ours, most people understand the unwritten rules of the game and they're not so easily deceived, but, happily for us, they remain open to the odd bit of gentle persuasion.... “Second helpings anyone? Oh go on it's only a small slice!”

Ads we're loving at the moment



Virgin Atlantic 'It' – Classy in a 007 way and fantastic use of music and humour



Orange – Clever. They tell us to switch our phones off in cinemas – then make a film which tells us to use them.

take one or two...

Creative review anyone?

We'd like to invite you to a FREE creative review. Maybe it's time to take a long, hard look at how you're presenting your brand to your audiences.

This is an interactive session that will only need an hour or two of your time. But the results will be worth it.

Email: Paul Cook to book your spot.

Digiman to the rescue

On 3rd November, our digital director, Julian Macey (aka DigiMan) is re-presenting the seminar which was so popular at the recent Southampton Business Works Event. It's FREE and he will be looking at how brands can maximize their online presence and optimise their spend.

If you'd like to come or would prefer a one-to-one with our very own digital superhero, then simply email Julian Macey.