

**“Think Like The Sun:
Creativity In The Public Interest”**

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INTRODUCTION

Xie, Xie. Thank you. Minister Liu (Fan), Mr. Shi (Xuezhi) and Mr. Zhang (Zeman) for your warm welcome and for inviting me to participate in this impressive China Advertising Festival.

It is humbling to be invited to share my thoughts on a subject that I am very passionate about – ideas that can make the world a better place.

Public Service Advertising is our industry’s highest calling.

The very first assignment in my career in advertising was a public service campaign for The Advertising Council on behalf of The Peace Corps.

The Advertising Council is the largest producer of public service communications campaigns in the US. They are a non-government organization, whose clients are major US government and nonprofit agencies. The Ad Council marshalls the services of advertising agencies, who donate their time to develop the campaigns; media companies, who donate their time and space to these causes; and corporate advertisers, who provide financial support.

The Peace Corps is an idea created during John F Kennedy's administration in 1961. Its premise of volunteerism is that peace is a process of helping address some of the fundamental human needs like literacy education, clean safe drinking water and food production. Peace Corps volunteers are still carrying out this work around the world today.

So, early on, I saw how my work in advertising could help improve lives. I experienced how creating ideas from human, cultural and social understanding is very valuable. Advertising will continue to grow in consequence and value in an increasingly interconnected and challenged world that is now globalized.

As I prepared for this talk, today, I recalled that my very first experience with advertising in the People's Republic of China was also for public service. In the mid-1990's, I was involved in the following projects with your National Committee for Oral Health.

(Show: Toothy & Long March)

So, my beginnings in advertising at home, here and around the world truly imprinted on me a strong belief that our profession is a noble cause.

My goal today is to accelerate the process of our collaboration--in Creativity for the Public Interest. And, accelerate it we must, across borders and cultures in order to meet the needs of our common future.

----Pause----

I. Y2K84: The Future Through the Rear View Mirror

In 1948, author George Orwell wrote a dystopian tale about what the world might look like in the future. His book, "1984" captured many imaginations.

Here's the way some people thought "the future" might look:

(Show video: 1984)

It is hard to believe that vision of the future is already 24 years old. Incidentally, that advertising actually only officially aired once. The controversy created was so great that the advertising played over and over again, for free, in the news media—well before YouTube, Baidu or Tudou.

There is no denying the effect new technologies have on us and the advertising industry. Fortunately, it hasn't been

quite as Orwell predicted.

(Slide: Binoculars)

What might the future look like in the next 1984--- in Y2K84? Y2K84 will be greatly influenced by how we seize the dramatic opportunities unfolding with advances in communications.

No one can really predict what the future will look like, but we can consider how it will be guided by our imagination. Y2K84 lies somewhere between Utopia and Dystopia.

(Slide: Globe/Man)

Utopia is defined as an imagined place or state where everything is perfect. Dystopia is defined as a totalitarian and environmentally degraded place.

(Slide: "We" cover)

Orwell's imagination was preceded by earlier attempts at seeing into the future of technology. Russian author Yevgeny Zamyatin preceded Orwell in 1921, with a groundbreaking book called "We", set in the 26th century.

Both "We" and "1984" remind us to be wary of surrendering our individual selves to the collective dream of technology. This is a key question today. What are the effects of communications technologies on our individual selves and on the public interest? *(Slide: Adam Smith)*

About 200 years prior to Orwell and Zamyatin, Scottish economist Adam Smith offered his perspective on the role of the individual self in "Wealth of Nations."

Smith argued that common interests were not antithetical to self-interest. He said that charity alone could not suffice and that self-interest is an essential mechanism for economic and social development.

(Slide: Ideas Bulb)

I would like to build on this with some ideas that might be of value to you in looking at the emerging world-- of technology and choice. My intention is to consider

advertising and marketing communications an important influence that can help make the world a better place.

After starting my career with work on the Peace Corps, I then spent the next 34 years working with some of the world's greatest advertisers, like Procter & Gamble, Kraft, Johnson & Johnson, Nissan and Dong Feng, to name a few.

While creating advertising and marketing programs for brands like toothpaste, laundry powders, diapers and feminine pads may not sound exciting,

(Show: Frame-of-Reference visual)

it gave me a remarkably interesting window from which to observe and learn about people from different cultures. You simply cannot take culture lightly and expect to be acceptable to diverse peoples, or commercially successful, either. *(Slide: Eye looking at Earth)*

For example, the recent Beijing Games were the greatest Olympic celebration man has ever witnessed. It was seen by more people from more cultures than any Olympics ever. It positively altered many people's frame-of-reference, not only about China, but about themselves.

Our perceptive frame-of-reference is one of the most important factors in considering how to address human needs. Frame-of-reference is also incredibly important in attempting to address the social and economic issues facing the world today.

II. McLuhan's Message Galaxy

Changes in media throughout history have an effect on people, economies, politics and society. By understanding the effects of media, we can better understand people and how to communicate with them.

(Slide: Understand Media/Understand Man)

Over 40 years ago, Marshall McLuhan predicted that, right about now, there would be massive social and economic change, due to what he forecast from the collision of TV,

radio, telephone and the computer. With the rapid expansion of the Web, (something that did not exist at the time of McLuhan's death in 1980) we can see that his explorations help us look forward to our own future, and Y2K84.

(Slide: Web 1-2-3)

III. Web 1-2-3

Web1.0 was the term used for the time in the 1980's when people started first using computers for word processing and email.

In the late 1990's the development of the World-Wide Web shifted us from word processing and web sites, to users gaining access to other users. Social networks were invented and blogs became prevalent. With **Web2.0** people shifted from using the internet to supplement life, to using the internet to live their lives. According to "eTRENDS" magazine, this is the era we are in now and it will last until around 2013, when we will start to see **Web3.0** emerge. Web3.0 is being called the "Semantic Web." It will give people access to greater intelligence, because the internet itself will be more intelligent. Search engines will understand what you are seeking even more accurately. Linkages will multiply, increasing the interconnectedness of ideas.

The media is now truly globally dispersed. Digital information is the "air we breathe" in communicating. The interconnected global village of villages and communities is here. Developments in new communications technologies are supercharging perceptions. Control of information is more individualized. *(Slide: Fish Bowl)*

On the issue of who discovered water, we're pretty sure it wasn't the fish. It is sometimes hard to see the changes new communications technologies are having on us. It can be hard to see the effects, when you are fixed in one geographic location, physically or mentally. New technologies are

creating an intercultural global society. The process of globalization, as we knew it, has changed.

This is a world of business where Borders...

(Slide: Borders and Nations less Relevant)

and Nations are less relevant... rendered less dominant by open trade, consolidation of industries and, the ubiquity of media, increasingly, directly connecting us. Importantly, of the world's 100 largest economic entities today, 51 are now corporations and 49 are countries. This means that more people are being touched, by corporations and brands, than any single nation's government.

IV. INFLUENCES OF CONTEXT

(Slide: Technologies changed the context...)

New media technologies have changed the context for brands, corporations, even a nation. Actions, ideas and behaviors can no longer remain isolated from being perceived. *(Slide: smoke disruption)*

Excuse me a second for a little break, before I go on to the next point... *(Pause and Obviously Light Cigar)*

Does my cigar smoke bother anyone? (put it out in glass of water).

That's the point. You see, we've come to understand the concept of second-hand smoke. But this has evolved in this interconnected media world to the context of...

(Slide: Second-Hand Culture)

second-hand culture.

Not too long ago, we would have been here with half of the room smoking away. In just a little over 20 years, the effects of second-hand smoke, went from an inconvenient truth to an undeniable truth and it is not acceptable behavior in this room today.

This is a new context for content creators and communications specialists of all media. Our conversations and messaging are accessible in a far more transparent world. Like the concept of second-hand smoke, we need to become more sensitive with our communications. Just like my cigar smoke, communications can go where we don't intend it to go, get seen and heard by people it is not intended for and, sometimes, like smoke, our messages can leave a bad smell, a foul after taste.

Context matters. Let's look at an idea the TBWA agency created about context and second-hand communication.

(Show video: Amora Ketchup)

Diverse connections are adding content that reshapes the contextual landscape for ideas.

This is creating a blogosphere that is streaming, full of information and misinformation. Finding the truth requires greater dependence on word-of-mouth and perspective. What is the truth? Here's an example from one of our agencies in Argentina. *(Video: Truth)*

V. INDICATED ACTIONS FOR ADVERTISING

I recommend three indicated actions that can help us see our way into the future together:

(Build #1 "Adopt a New Frame of Reference.")

First, adopt a frame-of-reference, broader than your own

We need a New Frame-of-Reference for operating in this emerging world that is leading us to Y2K84.

(Slide: What We've Been Doing)

"Think Global/Act Local was a stage in the evolution of the marketing process. It helped global marketers address newly opened trade borders created by the expansion of communications technologies. "Think Global/Act Local" helped expose social, political and economic differences between markets.

However, this frame-of-reference has become obsolete. It was a geographic concept that assumed marketing borders that no longer exist. I have found it to be less helpful strategically, today, than when I started out on the road to global brand-building in the late 1970's, before the internet, before mobile, before the Web and digital.

Instead I suggest a frame-of-reference I call "Think Like the Sun." *(Slide: Moving globe)*

Think Like The Sun offers us a broader perspective.

Each day, I get up in the morning, when the sun rises. I begin working with the brands and companies I work with to help understand and build their perception.

All day long, as the sun moves across the sky, I interact with colleagues and my clients in this perception-building. Then, at the end of the day, when the sun sets, I switch off the lights in my office, I go home. I put my head on my pillow ... and fall asleep.

For all intents and purposes, my perception-building stops. Until the next day and the new Dawn, when the sun comes up ... at least that's how it seems to me.

Now we know, the Sun actually does not rise and set. It is we here on earth that revolve. In this increasingly smaller, interconnected communications marketplace, consumer perceptions are more borderless. The result is a word-of-mouth community. To anticipate the needs of a world of consumers who are more in touch with each other, "Think Like The Sun" offers a more objective frame-of-reference for building brands or conveying ideas.

(Slide: Why Think Like The Sun)

Why think like the Sun? Because of the effect media is having on brands globally, because it requires us to focus on brands, markets and act as global citizens and because multiculturalism is where ideas are headed. It is a

DIFFERENT way to THINK, than the advertising and marketing model of the past 20 years.

It is a perceptive frame-of-reference that allows you to take notice of the possibility of "second-hand culture." It reminds us of our internal filter. It is hard to learn new things through our individual filter. It's hard to see someone else's point-of-view when you are only seeing your own.

The second recommendation is, consider how ...

(Slide: 2) Symbols, Sounds and Visuals will have more value
the proliferation of communications technologies has made symbols, sounds and visual ideas more valuable , than ever before. That means advertising might be more valuable, too. Here's a good example of visual imagery.

(Slide: iPod Graphic)

And, here are three visual images from the Ad Council that have become icons of American culture, each with a simple message: *(Slide: Ad Council Rosie the Riveter)*

Rosie the Riveter – a historical campaign inviting women to join the workforce during World War II

(Slide: Ad council Smokey The Bear)

Smokey Bear – the pre-eminent symbol of fire safety dating back over 60 years and who continues to remind Americans that individuals are the key to forest fire prevention

(Slide: Ad Council McGruff)

And McGruff the Crime Dog – the playful character who children and adults alike, turn to for tips on staying safe in their communities

And recommendation #3— adopt a strategy of collaboration.

(Slide: 3) Collaboration

Winning the race for ideas will increasingly depend on collaboration. It means harnessing the power of multinational capabilities locally with global best practices to generate wealth at each tier of the economic pyramid. Collaboration, among marketing disciplines, talents and locations to bring objectivity, diversity of understanding and

insight about consumers. Consumers are people who are more connected, and who increasingly have more choices.

I see the debate over the disparity in the economic pyramid and issues like sustainability or gender equality giving way to individual actions of leadership from within institutions like CAA, The Advertising Council, multinational corporations and individuals like you.

Here are a few examples of Creativity in the Public Interest:

Let's look at a powerful social-change campaign DDB Australia recently launched for the National Association for the Prevention of Child Abuse. It is called 'Children see, and Children Do'. *(Video – DDB "Children See Children Do")*

Omnicom and its TBWA agency is doing some excellent creative work to help fight AIDS, a major health issue that cuts across cultures and nations. This work from France has been expanded to other markets including Brazil, Russia, Hong Kong and it is being prepared for airing in China. The campaign fights stigma against HIV positive people by taking prominent role models such as local sports celebrities or business people with a tag line saying "would you love/respect/admire me as much as you do if I was HIV positive?." *(Show: HONG KONG AIDS spot)*

I am pleased to acknowledge here today, Mr Serge Dumont, Senior Vice President of Omnicom Group, based in Beijing. Mr Dumont is UN Goodwill Ambassador for UNAIDS, doing work around the world and in China on AIDS response. Mr Dumont and basketball star Yao Ming, recently received an award from the UN for this work.

The next example is for the US Department of Transportation. Years of public service ads from the Ad Council and other educational and legislative efforts have changed the social norm regarding drinking and driving. When people drink heavily now, they most typically get a

friend to drive them, take a taxi or use public transportation to get home. However, among younger men, many do not think twice about driving if they've had only a couple of drinks and don't feel drunk. This can be deadly. This reframes what we call "buzzed driving" as drunk driving.

(Video: Buzzed Driving)

Childhood asthma affects over six million children in the US. Yet many parents are not sure what they can do to help minimize asthma triggers in their home and better manage their child's disease. This video demonstrates what an asthma attack is like to a child and persuades parents to get on a plan. *(Video: Childhood Asthma "Fish")*

Created two years ago, before Al Gore's dire warnings to the American public, this next video seeks to raise the urgency of global warming among the public by demonstrating its potential impact on the next generation, our children.

(Video: Global Warming)

(Slide: Y2K84)

VI. CONCLUSION

For sure, the advertising industry is at the forefront of seeking a deeper understanding of humanity. The citizens of the world expect this from institutions that effect development of their freedoms. Anticipating and understanding the dynamics of information processing will release ideas that will promote new choices on issues of public interest. Advertising plays an essential role in this process.

Advertising exists as an influence on our understanding of each other. It is about having choices.

We are increasingly free to make choices, but the thought of how much depends on our decisions, can make our freedom of choice difficult. Nonetheless, we can see from history, there is a fine line between freedom of choice and not having any choice at all. So, how must we think?

(Video: Think Different)
(Slide: Think Like The Sun)

Think different. Think Like The Sun. There has never been a better time to be in the advertising business. This industry has tremendous potential for growth, as long as we remain vigilant how we connect with each other.

In the river of communications technology which is ever flowing, all information streams into and out from individuals. A current of misunderstanding cuts through it, with an undertow of misinformation that has never been stronger. Let us not forget, only dead fish float with the stream.

I am optimistic about Y2K84. I am optimistic about our ability to better understand each other and heighten our Creativity in the Public Interest.

All we need is some GOOD advertising.

(Slide: Thank You)