

Advertising My Expression

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The world of advertising is dominated by six big advertising holding companies.

Omnicom Group

Revenue in 2007: 13 billion dollars

70.000 employees

Some of *Omnicom's* largest shareholders are the investment company *Fidelity Investments* (9 %), the investment management company *Invesco* (6%), the bank *Barclays* (3%) and the bank holding company *Goldman Sachs* (2%).

Interpublic Group

Revenue in 2007: 6.5 billion dollars

45.000 employees

Interpublic's largest shareholders are the investment company *Capital Group Companies* (11%), *Invesco* (4%), the bank holding company *Morgan Stanley* (3%) and *Barclays* (3%).

WPP Group

Revenue in 2007: 6 billion dollars

110.000 employees

WPP's largest shareholders are investment company *Legg Mason* (1%) and *UBS*, a Swiss bank (0.5%).

Publicis Groupe

Revenue in 2007: 4.5 billion dollars

45.000 employees

Publicis's largest owners are Elisabeth Badinter, daughter of founder Marcel Bleustein-Blanchet and Japanese competitor *Dentsu*.

Dentsu

Revenue in 2007: 200 billion yen

15.000 employees

Dentsu's largest shareholders are itself (11%), Japanese press agencies *Kyodo News* (7%) and *Jiji Press* (7%).

Havas

Revenue in 2007: 1.5 billion euros

15.000 employees

Havas is controlled by Vincent Bolloré and family, owners of the French industrial and investment group *Bolloré* (32%).

These six holding companies and other smaller ones, own global advertising agency networks.

Map of *TBWA* (*Omnicom*)

Map of *Euro RSCG Worldwide* (*Havas*)

Map of *Draftfcb* (*Interpublic*)

Map of *Leo Burnett* (*Publicis*)

Map of *Ogilvy* (*WPP*)

Map of *Bartle Bogle Hegarthy* (49% *Publicis*)

Map of *Euro RSCG LIFE* (*Havas*)

Map of *Dentsu America* (*Dentsu*)

Map of *Carlson Marketing*

Map of *Iris Group*

Map of *Publicis* (*Publicis*)

Map of *Ogilvy Action* (*WPP*)

Map of *Freud Communications* (*Publicis*)

Map of *Neo@Ogilvy* (*WPP*)

Map of *JWT* (*WPP*)

Map of *MRM Worldwide* (*Interpublic*)

Map of *Havas Media* (*Havas*)

Map of *Grey* (*WPP*)

Map of *BBDO* (*Omnicom*)

All these networks explain their creative process in different ways. Sometimes with named and trademarked methods or perhaps with a diagram.

Filled with promises about creativity and ideas, they are trying to define the world to their clients and then sell their guidance through that world.

Their belief in creativity is enormous. Whatever they actually mean with creativity?

TBWA (*Omnicom*)

Disruption is *TBWA's* methodology and philosophy. It is "a system for people who hate systems".

Several books are published on the subject.

DDB (*Omnicom*)

Although *DDB* claims itself to be without a specific methodology they believe "creativity to be the most powerful force in business."

Lowe Worldwide (*Interpublic*)

Lowe's network provides "High Value Ideas."

Grey (*WPP*)

Presentation of "Brand Acceleration".

JWT (*WPP*)

Creates ideas that people want to spend time with.

There is also a site called *JWT Intelligence* with pricey research reports for purchase.

Deutsch (Interpublic)

Deutsch want the consumer to respond:
“You got me. That brand understands me.”

Leo Burnett (Publicis)

“Big Ideas come out of Big Black Pencils”

Everything is done through “The human lens”.

Sapient

“Problem Solved”

Fletcher Martin (MDC Partners)

“It doesn’t matter how many times you say the wrong thing™”

Euro RSCG Worldwide (Havas)

Ride an elevator into the future.

Daily & Associates (Interpublic)

Make ideas daily.

Draftcb (Interpublic)

Return on Ideas™, *Insight to Incite™* and a diagram called *the Wheel*.

Publicis Dialog (Publicis)

Use a wide range of trademarked tools.

Fallon (Publicis)

Fallon’s book *Juicing the Orange* explains how to “leverage creativity to bring about dramatic business results”.

Euro RSCG Life (Havas)

A welcome introduction.

Rainey Kelly Campbell Roalfe Y&R (WPP)

A cartoony diagram.

Forsman & Bodenfors

Diagram of their working process.

Smart

Diagram of “Smart Synergy”.

Dentsu Y&R (Dentsu)

Market, consumer and brand.

Dentsu America (Dentsu)

Believe that consumers are looking for good conversations and that ideas are seeds for those conversations.

It’s interesting how all these websites use motion and how their form change depending on the company size, structure and approach.

Grey Group (WPP)

DDB Canada (Omnicom)

Alliance Agency (WPP)

Hello Design (MDC Partners)

Ogilvy Action (WPP)

Arnold (Havas)

Tm Advertising (Interpublic)

Team Saatchi (Publicis)

Dentsu/Razorfish (Dentsu)

Lowe & Partners/Standard (Interpublic)

Indigo (Dentsu)

The Engine Group

Mark (M&C Saatchi)

Dentsu Y&R (Dentsu)

Publicis & Hal Riney (Publicis)

Daily & Associates (Interpublic)

Zimmerman Advertising (Omnicom)

MDC Partners

Avrett Free Ginsberg (Interpublic)

Fallon (Publicis)

Rivet (Interpublic)

Jay Advertising (Interpublic)

McCann Germany (Interpublic)

Dentsu Canada (Dentsu)

W & CIE (Havas)

Yamamoto Moss MacKenzie (MDC Partners)

Havas Media (Havas)

McCann Erickson NYC (Interpublic)

TBWA Denmark (Omnicom)

McCann Georgia (Interpublic)

Marketel (Interpublic)

DDB Paris (Omnicom)

TBWA/COMPACT (Omnicom)

Dentsu Meitetsu Communications (Dentsu)

Leo Burnett (Publicis)

Dentsu Argentina (Dentsu)

McCann Sydney (Interpublic)

CLM BBDO (Omnicom)

Blast Radius (WPP)

Rainey Kelly Campbell Roalfe Y&R (WPP)

Denuo Group (Publicis)

Dentsu (Dentsu)

Publicis London (Publicis)

Fletcher Martin (MDC Partners)

Area 23hc (Interpublic)

Cambell Mithun (Interpublic)

ANR BBDO (Omnicom)

Radar DDB (Omnicom)

Leo Burnett Australia (Publicis)

GSD&M (Omnicom)

Hacker Group (Interpublic)

Draftcb (Interpublic)

Lowe Poland (Interpublic)

ADK

Lowe Lintas Lagos (Interpublic)

Mullen (Interpublic)

McCann Armenia (Interpublic)

Quadrant Communications (Interpublic)

Door C (Carlson Marketing)

Momentum (Interpublic)

Strawberry Frog

Smart

Team One USA (Publicis)
Rubin Postaer and Associate
McCann Erickson London (Interpublic)
Forsman & Bodenfors
H&T (Interpublic)
Accent Marketing (Interpublic)
Bettie McGuniess Bungay
McCann Netherlands (Interpublic)
Taxi
Naked Communications
Nightagency
Change Integrated

My idea was to find advertising agencies that sometimes work without clients.

Clientless autonomous projects that would help me understand their view of creativity.

If creativity is so crucial in ones activity, there might be other things created by an organization and not just the ordinary advertising work.

Maybe this could help me to envision what advertising could look like in the future and if agencies made all the decisions themselves?

The projects that I found seemed to be a part of respective agency's branding and self-image. It defines what their company culture is all about, i.e. "how is it to work here", "yes, we take social responsibility" and "we are extremely creative".

Agencies employees' abilities, interests and side projects are sometimes shown as proof of the creativity the organizations supposedly possess.

Lowe Stratéus (Interpublic)

Arnold (Havas)

Cake (Havas)

Campbell-Ewald (Interpublic)
Environmental initiative.

Archibald Ingall Stretton (Havas)
Has a football team that dresses like Elvis.

Teambuildning/charity exercise for cancer research.

McCann Erickson NYC (Interpublic)

Forsman & Bodenfors

The Martin Agency (Interpublic)

Dentsu Digital (Dentsu)

Wieden + Kennedy

Dentsu/Razorfish (Dentsu)

Builds a tank for Razorfish to be shown live on their webpage.

Bartle Bogle Hegarthy (49 % Publicis)
Opened an office in *Second Life*.

McCann Erickson London (Interpublic)
Monitors the mood of the British population.

Quiet Storm
"The People Project", asking people questions on the street and watch how the answers differ over time.

Hacker Group (Interpublic)
Sponsors one girl in Kenya.

Taxi
As a 15 years in business anniversary, *Taxi* created the "15 Below Project", a jacket that would help the homeless sustain -15 degrees during winter.

"We've survived 15 years, now we're going to help others survive the night". Here we can see it being tested in a meat locker.

Intriguing, but is it really a good idea to dress an already vulnerable group of individuals with identical jackets?

Karmarama

TBWA (Omnicom)
13 Rooms is an art pedagogical studio space started in Scotland and with *TBWA's* help located on several other places around the world.

IQ Marketing
Shortly after the Beslan tragedy in 2004, *IQ Marketing* arranged a painting workshop in Beslan and according to the agency over 5000 children participated.

JWT (WPP)
JWT advertised itself on the season one DVD release of the TV-show *Mad Men*.
It's unusual for agencies to promote itself to consumers, although the TV-show is set at an ad agency during the 60's.

Leo Burnett (Publicis)
Creates a legacy of its founder.

DDB (Omnicom)
And so does *DDB* with one of their founders Bill Bernbach.

Old TV-clip from the website of *the Advertising Hall of Fame*.

Dentsu Canada (Dentsu)
Under the headline "Our Colors" boosts *Dentsu*

Canada their employees' personal side projects.

Droga5

Presents what their employees' creative passions outside of work are.

There is perhaps a need for agencies to stand out creatively and a pressure to become even more expressive beyond the cliché of "creative". Some companies therefore create projects closer to the cultural sphere.

This strategy seems mostly to be applied by medium and small agency networks aiming for a totally different creative image of themselves.

Crispin Porter + Bogusky (MDC Partners)

Welcomes you to "the Factory" "without assembly line".

Teaser of "Mr. Internet". A web only TV-show hosted by the agency's creative director.

Mother

Website sparse with information. Videos of their empty offices occupied by skateboarders.

Mother's turnover in 2005 was 49 million pounds.

Their most recent side project is the graphic novel "Four Feet from a Rat"

Wieden + Kennedy

Co-founder Dan Wieden talks about his business.

Wieden + Kennedy has a radio station.

A record label in Tokyo.

They have their own school.

Traditional advertising is on the downfall. The only sector that's increasing is digital.

Advertising will perhaps expand and slowly merge with its creative neighbors. Maybe agencies or similar organizations will provide us with our cultural content.

They have at least two significant features that art doesn't; the desire to please the consumer/ audience and the privilege of financial solidity.

That's two things cultural policy makers appreciate with cultural producers nowadays.

Storåkers McCann (Interpublic)

The exhibition "Play" at *Moderna Museet* in Stockholm, Sweden was featured with a web application called *Play Artist* created by the agency *Storåkers McCann*.

The museum does not regard the web application as an art piece and the monitors featuring *Play Artist* is placed outside of the exhibit rooms.

Albeit, in my mind, it isn't very far from being a part of the exhibition.

And I guess it would be appealing for institutions to consider exhibiting similar projects since *Storåkers McCann* also sponsor the exhibition.

The agency actually contributes financially as well as participating with a creative (artlike) project.

Sid Lee

Sid Lee calls its offices "ateliers", here being decorated by the artist group *Doma*.

The Sid Lee Collective is *Sid Lee's* "creative incubator" it "...develops, catalyses, promotes and finances various projects that push the notion of Commercial Creativity™".

Acne

Acne also call themselves a "collective", or sometimes "family". They are active in a variety of fields, creating clothes, advertising, magazines, feature films etc.

Sometimes compared with "the Factory" or "the Bauhaus School", they strive to mix art with business.

Advertising has a history of appropriation. Any form of cultural expression can be picked up and used to enhance a product or a brand. Any expression can be included into the economic cycle and art has been one of its sources.

My overview of agency side projects makes me think about who really supplies the creativity? Is it our culture as a whole, the people working within an agency or the variety of small practices; production companies, directors, designers and artists that supply their work?

Appropriation today seems to happen closer to the expression and it seems like agencies want to become their own source of expressions, so that the appropriation occurs within their own company. A strategy like that could reward them with a higher cultural status.

Or, it could be the complete opposite. Agencies construct tools and methods in digital social media that outsource creativity and instead incorporate the individual's expressions.

Appropriating everyone's expressions instantaneously.