

tool

NG

Increase Sales,
Exceptional Results

est Editor

tree publishing with
anything important at
his trouble when he
gets 250,000 reads a
articles and talks he
has delivered on the topic across
ces. Perhaps there still aren't enough people reading
the printed word.

nearly enough readers online, blogs have populated
here are presently approximately 112.9 million blogs
not include the 72.82 million blogs in China counted
ation Centre. What about the other blogs which are
tter? So imagine just how many people are yakking
of them are solely social bloggers though. Blogs have
entity already.

is turned into a tool for corporations to break barriers
uding everyone on a talk base, ideas can be spawned
nd used on top of all the socializing that comes with
corporations can publish awareness to consumers on
complaints if done rightly. Well, all of this is said in
Microsoft, eBay and BusinessWeek. Blogs are business.
at will set you on course from zero to a hundred in just
e book follows the narrative tradition of more recent
ther follow the conventional linear flow or take quick
ers. Whichever way you read *Blog Marketing*, it just says
at they could be becoming in the not-too-distant future.
ust what Wright refers to as successful blogs and what
g addresses the many ways to maintain relevance and
uch a frenetic pace with the masses.

ng the mysteries in blogging phenomena. He does not
arily and moves across the subject in detail thorough
general grasp. Anyone's who's already gone through
is first-rate blog-savvy but the sea of information out
to wise-cracking until you find more complementary
n blogging.

(Website: www.books.mcgraw-hill.com)

ring read"

CONFESSIONS FROM THE CORNER OFFICE

15 Instincts That Will help You Get There

By Scott Aylward and Pattye Moore

Review by Christina Lamb, Ba Ba Productions

f there was ever something that resembled a blog in
copy, this forward-looking book by futurist Richard
mer is it.

n case you are wondering what the 'corner office' refers
is a highly desired location in an office complex be-
e of its extra windows and it is usually occupied by the
guys in a firm.

Scott Aylward and Pattye Moore, without a single MBA
een them, rose to become respectively the head of a large
agency and a large client company. From a client/agency
firm training people in executive skills called Instincts.
essions from the Corner Office is '15 Instincts that will get

Where are the advertising
'classics' of 2008?

By Allein Moore

I can remember my father talking with nostalgia about 'the good old days' and thinking what was so good about living through the depression where being without a job meant slow starvation or fighting with the RAF in World War II where the average life expectancy for a 23-year old pilot was six weeks. But it does seem to be a habit of the older generation to hark back to better times.

Those of you who know me personally, hopefully can vouch that this is not something I often do. Of course sunsets are not as bright because of air pollution and food doesn't taste so good because it is not fresh nor organically grown. Maybe the fact that even young people pay money to listen to geriatric rock bands attests to the fact that the best modern music was written and recorded 40 or even 50 years ago.

However, I can put my hand on my heart and say Singapore has gotten better and better over the last thirty years that I have worked here. Would I want to go back to the days when the only restaurants of limited cuisine were in major hotels and when theatre production centred on the ex-pats running the Stage Club?

But a conversation with a friend got me thinking the other day. I mentioned the new Coca-Cola advertisement to a lady in her thirties who said the only Coke commercial she can remember featured the group of young people on a hillside holding candles and singing: 'I'd like to teach the world sing'.

As I pondered I started to think about the ads designed by Helmet Krone for Volkswagen in the 1960s and realised I could not remember a single ad from the marque produced subsequently.

This led me to ask my Singaporean friend about the ads she remembered. Her eyes lit up as she recalled the Ribena commercial with the little girl asking her playmate if she could share his drink. 'Yes, but not too much' was his reply which soon became a catchphrase.

This conversation led me onto the ad business here on this island. Are we still producing memorable campaigns? StarHub has resurrected Sparky the dog created by Batey Ads years earlier to give a lift to their new campaign.

Certainly, the current SIA ads are nowhere near the internationally recognised and ac-



claimed advertisements created by Ian Batey's agency in the mid to late 70s.

Gardenia bread shot to the number one brand on catchy jingles and a line that even today is identified with it - 'So good you can even eat it on its own'.

Has the line 'It's marvellous what Milo can do' and the sports images associated with the brand even been bettered by Nestlé Singapore?

Out of the hundreds of commercials produced locally for McDonald's is there any one that is remembered more fondly than the young boy after being taken to the fast food outlet who says 'Tomorrow, also come, you know'.

Despite all the years and promotions, has DBS ever come up with a campaign that beats 'Closer to you' for making Singapore customers feel warm towards the bank. Has there been a store campaign recently as memorable as 'Metro lights up your Christmas'?

With the recent Singapore Outdoor Advertising Awards just over, can anyone recall a taxi advertisement as outstanding as the one created in 1999 for Thomson washing machines where actual clothes in a transparent panel on the taxi top were being washed by water with the movement of the vehicle?

The recent commercial from Allswell drinks, which admittedly made my skin crawl at first, has been nicely developed in the follow-up TV commercial and this might have the makings of a classic campaign if they can continue to keep it alive.

In the first commercial, the girl says, "Because I love you" to the goofy boy and this line is repeated, this time by the waiter, in the second commercial.

However, we need to ask ourselves why, on the whole, is the advertising we now produce so forgettable?

Advertising is on the front line in the battle to secure a brand in the brain so can we afford to keep producing work that is so forgettable and so emotionally detached from our customers?

Were the memorable ads few and far between even in the 'good old days'? Or can we not recognise the classics of today as they are too close to us in time?

I invite anyone who wants to defend current advertising or comment on this column to write a letter or produce the column for the next issue.

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