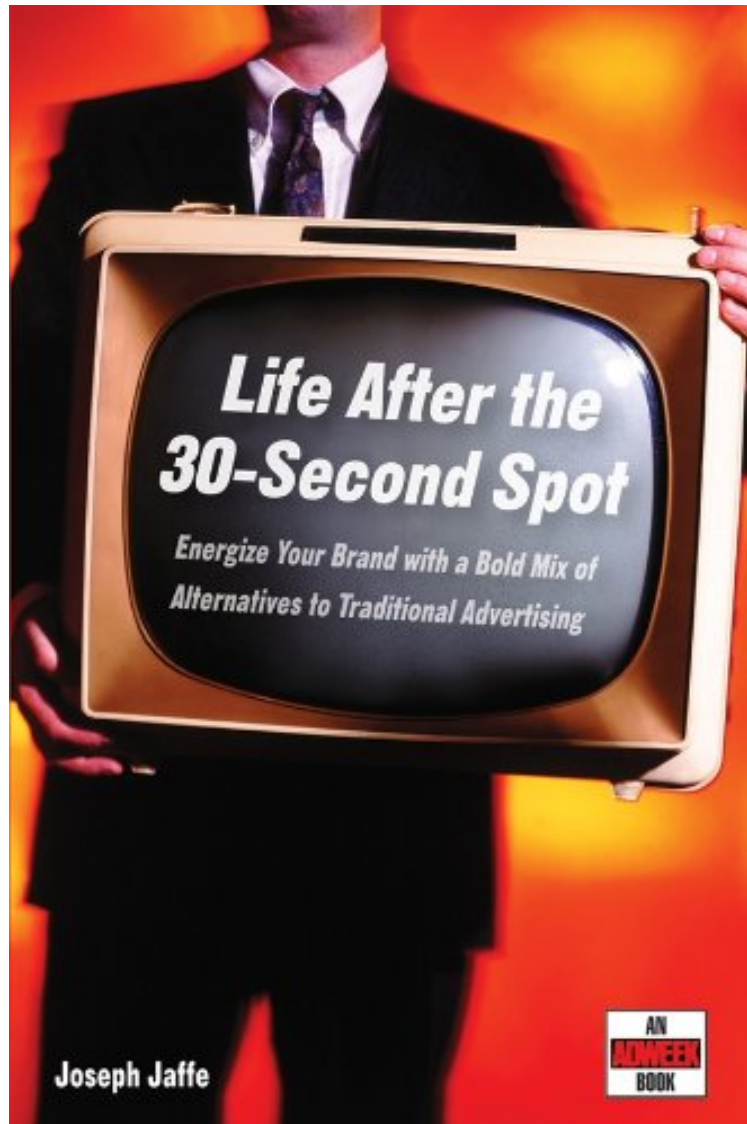


(Mobile pdf) Life After the 30-Second Spot: Energize Your Brand With a Bold Mix of Alternatives to Traditional Advertising

## Life After the 30-Second Spot: Energize Your Brand With a Bold Mix of Alternatives to Traditional Advertising

Joseph Jaffe

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**Joseph Jaffe : Life After the 30-Second Spot: Energize Your Brand With a Bold Mix of Alternatives to Traditional Advertising** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Life After the 30-Second Spot: Energize Your Brand With a Bold Mix of Alternatives to Traditional Advertising:

2 of 4 people found the following review helpful. Pontification At Its Most Verbose By Jay Ehret The 30 second spot is

dead. The 30 second spot is dead! THE 30 SECOND SPOT IS DEAD! Alright, I get it already. At least I did after the first 60 pages or so. Unfortunately this book does not end at 60 pages. Never have so many words been used to say so little. The first third of this book (plus one chapter online) (parenthesis meant as a tribute to Jaffe) tells you why the 30 second spot is dead. To illustrate the demise of the 30 second spot, Jaffe uses a dead horse and beats it repeatedly. Perhaps Jaffe is quite funny and clever at a party, but his schtick gets a little old when trudging through 276 pages of his quips (plus one chapter online). Jaffe fashions himself as a modern day Don Rickles, passing out insults to everything and everybody who uses a 30 second spot. Unfortunately, this increases the page count of the book by about 90 pages. The final two-thirds of the book is a survey of everything you can use instead of the 30 second spot. Jaffe says you have 10 options and he has designed 10 little logos for each of them (which you can see on his website) (again parenthesis meant as a salute to Jaffe). This is not any ground breaking information. If you have been paying attention and made occasional contact with society, you will have realized that you can use the internet as a marketing tool. Mostly, Jaffe's observations are re-hashes of stuff you can find in a trade journal or two. And because this is an ADWEEK Book, I suspect most of this stuff was available in an ADWEEK article. The important thing about this survey portion of the book is that it gives you very little insight on how to use these tools more effectively. It's just Jaffe telling you that you are ignorant if you are not using his 10 alternatives to the 30 second spot. Save yourself \$20 and get a subscription to Adweek instead. 4 of 6 people found the following review helpful. Welcome to the new baseline... By John Wall Jaffe has done a fine job with this book, the basic premise is that if you think marketing is all about advertising, you'd best check your buggy whip and 8 track player at the door. The real meat is in section 3 that covers 10 factors that are changing the marketing landscape: 1. Internet 2. Gaming 3. On-Demand Viewing 4. Experiential Marketing 5. Long Form Content 6. Communal Marketing 7. Consumer-Generated Content 8. Search 9. Music and Mobile 10. Branded Entertainment If you want to get up to speed on where the money is going to be in the future for marketers, or if you want to save your organization millions in consulting to get you up to speed - this is a great place to start. Even better, the book is in a conversational style with plenty of humor that makes it an easy read. 1 of 4 people found the following review helpful. If you're in Retail, this is for you By David S. Geller I've been in jewelry retailing for years. This book shed a lot of light into what has to change to read prospective customers. Towards the end of the book is where the meat lies. he made good sense. 20 years ago with 3 or 7 TV channels, one channel reached 1/7th of the population. Now with 175 channels you'd have to advertise on 4 stations on the same time slot and that's expensive. Same for radio. There's two ways to get advertising to work and it's to tie everything into an interactive web site and STILL-direct mail. Good read, well worth taking the time. David Geller Atlanta, GA.

The old media strategies advertisers used for decades no longer work. Here's what does! Traditional advertising, in the form of print, radio, and most notably, television, is far less effective than it used to be. Advertising strategies using only these mediums no longer work. Life After the 30-Second Spot explains how savvy marketers and advertisers are responding with new marketing techniques to get their message out, get noticed, engage their audiences-and increase sales! Covering topics such as viral marketing, gaming, on-demand viewing, long-form content, interactive, and more, the book explains the new avenues marketers and advertisers must use to replace traditional print, TV, and radio advertising-and which strategies are most effective. This book is every marketer's road map to "new marketing."

From Booklist Jaffe, marketing consultant and former advertising executive, issues a clarion call to abandon the old rules of marketing and wake up to new opportunities. He cites as a root problem the lack of imagination in big agencies (which may not endear him to former agency colleagues!). He offers several lists that help us understand his road map for change, such as major trends that should inspire smart marketers, including the need for 24/7/365 service to customers on their terms--and, through wireless, consumers are always connected and accessible, no matter where they are. The author presents 10 bold alternatives to traditional advertising, which include the Internet, video games that go beyond child's play, word-of-mouth advertising in which communities have the power to build brands, and reckoning with search engines, gatekeepers to online activity. In this excellent book, the author offers thought-provoking insight and advice on how to effectively serve the changing customer. Although not all readers will agree with Jaffe, they ignore him at their peril. Mary Whaley Copyright copy; American Library Association. All rights reserved "hellip; challenges proven thinking in a very digestible form" (Brand Strategy, 5th December 2005) "hellip; an excellent read, witty and enlightening. A must read, particularly for clients and those in the creative community." (Media Week, 20th September 2005) "...a bold mix of alternatives to traditional advertising and a set of new, revolutionary concepts that advertisers and marketers can follow for years to come." (Customer Relationship Management, 1st September 2005) From the Inside Flap In March of 2005, the Pepsi-Cola Company announced that they would be reintroducing Pepsi One diet cola with one major twist--no 30-second spots. Instead the campaign would include events (see Chapter 14), online films (see Chapters 11 and 15) and other alternatives to traditional advertising such as trading cards. Traditional advertising--led by its poster child, the 30-second television spot--is dead, dying, or in dire need of a shot in the arm. Take your pick, depending on which point of the spectrum you find yourself. And if none of the choices apply, you may very well be in a state of denial. If so, then

you'd better read on. It's true. The times are changing, and the tried-and-true media strategies that advertisers have used for decades no longer work quite so well. Old-school ad campaigns focused mainly on print, radio, and, in particular, television aren't nearly as effective as they once were. You can blame it on too many TV channels, the Internet, TiVo, empowered and savvy consumers, or anything else that sounds good. But if you're an advertiser, you'd better find alternatives to traditional media—or find an alternative profession. This is the blueprint for anyone searching for fresh, revolutionary ways to get their message out beyond traditional media. *Life After the 30-Second Spot* reveals how today's brightest marketers are using new tactics to engage consumers and new avenues to take the place of TV, radio, and print. New Marketing guru Joseph Jaffe looks at what works and what doesn't, and covers hot topics like on-demand viewing, viral marketing, gaming, branded entertainment, and experiential marketing. Proactive and prescriptive, he offers real-world solutions for advertisers struggling to master the new rules of the ad game. Jaffe begins by examining what's wrong with media today and reveals why the 30-second spot is presumed dead. But media isn't the only thing that has changed; consumers have too. Smarter and more suspicious than ever, they tune out advertising and change the channel at the first note of a jingle. Jaffe looks at what some marketers are doing to connect with these new consumers, and reveals what the new marketing reality means for branding, advertising, and the advertising agency itself. Finally, he explores in depth ten new nontraditional approaches that are changing the face of advertising, and provides commentary on each tactic from some of today's brightest marketers and advertisers. The 30-second spot is on its last leg, but advertising isn't. *Life After the 30-Second Spot* challenges marketers and advertisers to reinvent themselves for marketing's new reality, and provides unique, practical, and actionable solutions that really work. There is a firm line between surviving and thriving—on which side will you find yourself?