Gonzo

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Via Fontanel: Gonzo. I've probably been too long too close to the advertising industry to look at ads in a way a normal member of the general public would, and I can only imagine how things would be for someone who's been too long too close to the porn industry, but I definitely agree with Gordon when he says "GonzoÂ¤s rise is assured, not because itÂ¤s good, but because its ideal consumer isnÂ¤t the consumer, itÂ¤s the brand manager". I don't even remember if I ranted about it before, but more and more ads are just the mood boards related to ads. Mood boards used to be only a tool that was internally used by an advertising agency to get the members of the creative team to communicate about and in the end agree about what kind of mood a brand had to communicate. It could involve shooting some rough graphic or video material or throwing something together with stock photos but when that was done that was just the beginning. In a brainstorm in a couple of seconds someone can come up with the image of skydiving and the other members of the team then instantly know what that stands for and how it defines what they are doing. But then the whole mood had to be translated to a concept and an implementation, which probably didn't include skydiving, but something that has the same mood but makes more sense when you think about it longer than in a brainstorm session. But today it looks like the mood board is done in high resolution and then just used as the ad, without translating it to a concept and implementing it. Also because the web gives the freedom to create your own formats you don't even have to do any translation to make it fit in for example a 30 second TC. If your mood board is a 30 minute video, just dump it online, no need to translate it to something that makes it a good 30 second TC. It's like George W. Bush's speeches in which he keeps just saying things like "I'm here to tell you that...", or "I'm here to reassure you..."; and that is how he does that. It's stating the briefing and not bothering to try to translate the briefing into something compelling. People involved with briefings, or the brand managers judging the mood boards, do know whether they like it or not, but probably forget that the general public isn't interested in some high level step in the creative proces, and needs a translation. While a book explaining how to write good jokes can be very good, that doesn't mean it must be very funny. And while a mood board can define a brand, it doesn't communicate the brand to the general public, but just to the brand manager. Who is then peer–reviewed by other brand managers who don't get it and maybe even given some awards by the industry who doesn't care if it's the award for best mood board or best ad. And this is only just the beginning... by Roland van Ipenburg
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