

The Importance and Potential of Creative



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Jumpstart Automotive provides a review of the hot creative featured at the Driving Interactive '06 conference in Temecula.

If you missed the inaugural Driving Interactive Conference in Temecula, or attended but didn't take notes, here's a review of the creative themes that resounded from the discussions held throughout the day.

Brian Sheehan, CEO, Team One Advertising, set the tone for the day focusing on "emotional engagement" of advertising and how the message is key, versus the medium. We are all watching the mediums blur together before our eyes. Sheehan then had an entire room of internet advertising professionals teary-eyed as he showed a New Zealand Telecom "keep in touch" campaign spot titled "[Father and Son](#)." This was a strong illustration of his point about emotional engagement, and spoke to the power of creative out of the gate.

Another overriding theme during the event was user-generated media and creative. User-generated video and Vlogs (video blogs) are more engaging than most video you'll find on mainstream publisher sites today. This is just why YouTube has exploded with users and was recently bought by Google.

The creative panel included Ann Palmer from Honda, Uwe Hook from Genex, and moderator Mark Naples from WIT Strategy. They took a deeper look at many of the themes that surfaced from within Sheehan's keynote. The old model of advertisers addressing captive audiences by whacking them over the head repeatedly with messaging has evolved into a more engaging, participatory approach where creative messages are welcomed and actually sought out. The new era has challenged creative agency minds to think outside the 30-second spot.

Most of you have heard or seen a certain crab named Gil. Ann Palmer discussed just [how popular Gil became](#). Gil was so popular that he generated his own MySpace profile, blog, and even a petition to bring Gil back for 2007 Element ads. And the number of friends that have sought out Gil is quite impressive, not to mention bought his gear. Bottom line, Gil generated user engagement with crustacean and the Honda brand.

Uwe Hook's presentation focused on statistics that pointed out how consumers view streaming video ads as annoying and pre-rolls too long. He stressed that "video advertising online needs our brainpower." We, as an industry, can do better than throwing up a 30-second spot. Take a look at most of the video creative out there currently-- it's repurposed broadcast creative.

Stephen Berkov, director, brand marketing for Audi of America, closed out the day with an interesting viewpoint. He explained his belief that the web is now the hub of all mediums, with all other media, such as TV, print and mobile, being the spokes protruding from the hub-- a viewpoint to help the majority of the audience feel good about being in that room. But are we treating the hub with the proper respect creatively?

A majority of the high quality, engaging creative is still being produced and financially supported for just one of those spokes-- broadcast. The production budgets for digital creative solely for the web have not been seen in order to develop work like the emotionally engaging creative Brian Sheehan presented.

To close with a quote from Ann Palmer, "Good creative is good anywhere." But, now that we are the hub, let's make sure ours is the best! See you at Driving Interactive 2007.

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