

**Lake Charles Ad Club Presentation**

**“It’s Still the Idea, Stupid”**

**February 6, 2006**

**The Pioneer Club**

**Lake Charles, Louisiana**

The weekend before Rita hit, I met several folks from here at a district ad conference in Beaumont. We talked about the possibility of me coming over to share some thoughts with you.

I came over for a quick trip during the holidays and was awestruck at some of what I witnessed and captured on film. I didn't realize I'd be back so soon. Seeing friends and colleagues I haven't seen for years, being here at the Pioneer Club -- I spent a lot of time in this club in the 80's, had a lot of fun. Well, as Yogi says, "It's like déjà vu all over again."

About my presentation today – advertising/communications is still about the idea and how best that idea is conveyed.

Let me offer two honest observations and one pledge:

The state of the advertising industry sucks!

The state of the advertising industry in Houston sucks!

My pledge: to try and make it suck less.

### **A Few Talking Points We'll Cover:**

**Idea is king and the solution is queen**

**Advertising – a dying industry?**

**Traditional agency is dead; make way for agency of the future.**

**Re-invent ourselves while staying true to what we do best**

**What can we bring to clients (that they can't get elsewhere)?**

**Out-of-town syndrome (why Only in Houston was born)**

**How do we combat commoditization?**

**The Super Bowl and everyone's favorite water cooler topic – *the commercials!***

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- 1) Idea is king and the solution is queen (both are scarce, like water in a desert)**

## **2) Advertising – a dying industry?**

**3) Traditional agency is dead; the business model is broken (judging by the state of our industry, some might say it took too long to die, while others don't want to acknowledge the death) . . . So make way for the agency of the future.**



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**4) Some of us seem to re-invent ourselves all the time, and in so doing lose sight of our strengths.**

**5) What can we bring to clients (that they can't get elsewhere)?**

**6) Out-of-town syndrome (why Only in Houston was born)**

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**7) How do we combat commoditization?**

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**8) Lastly, a few comments about the Super Bowl and everyone's favorite water cooler topic – *the commercials!***

*anybody want to guess? –*

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*Remember, it's our responsibility to prove ourselves, that we know what we're talking about when we give advice, that we're not just trying to spend the client's money.*

*But whatever you do and however you face the industry's challenges, consider doing these three things:*

- 1.) Become vocal advocates for changing the industry's situation,*
- 2.) Be innovators never satisfied with the status quo, and*
- 3.) Focus on promoting your work and showcasing the results.*

*So when you're faced with that client who just doesn't get it no matter what you say or do, go back to basics and simply tell him, "It really is about the idea, ya know."*

*And to help you come up with those ideas, I've brought some reprints of my Houston Business Journal article "Getting Creative Juices Flowing Again."*

*I've really enjoyed this, guys. Thanks for listening!!*