



BOB HOFFMAN
TYPE A GROUP
SAN FRANCISCO, CA
TYPEAGROUP.COM

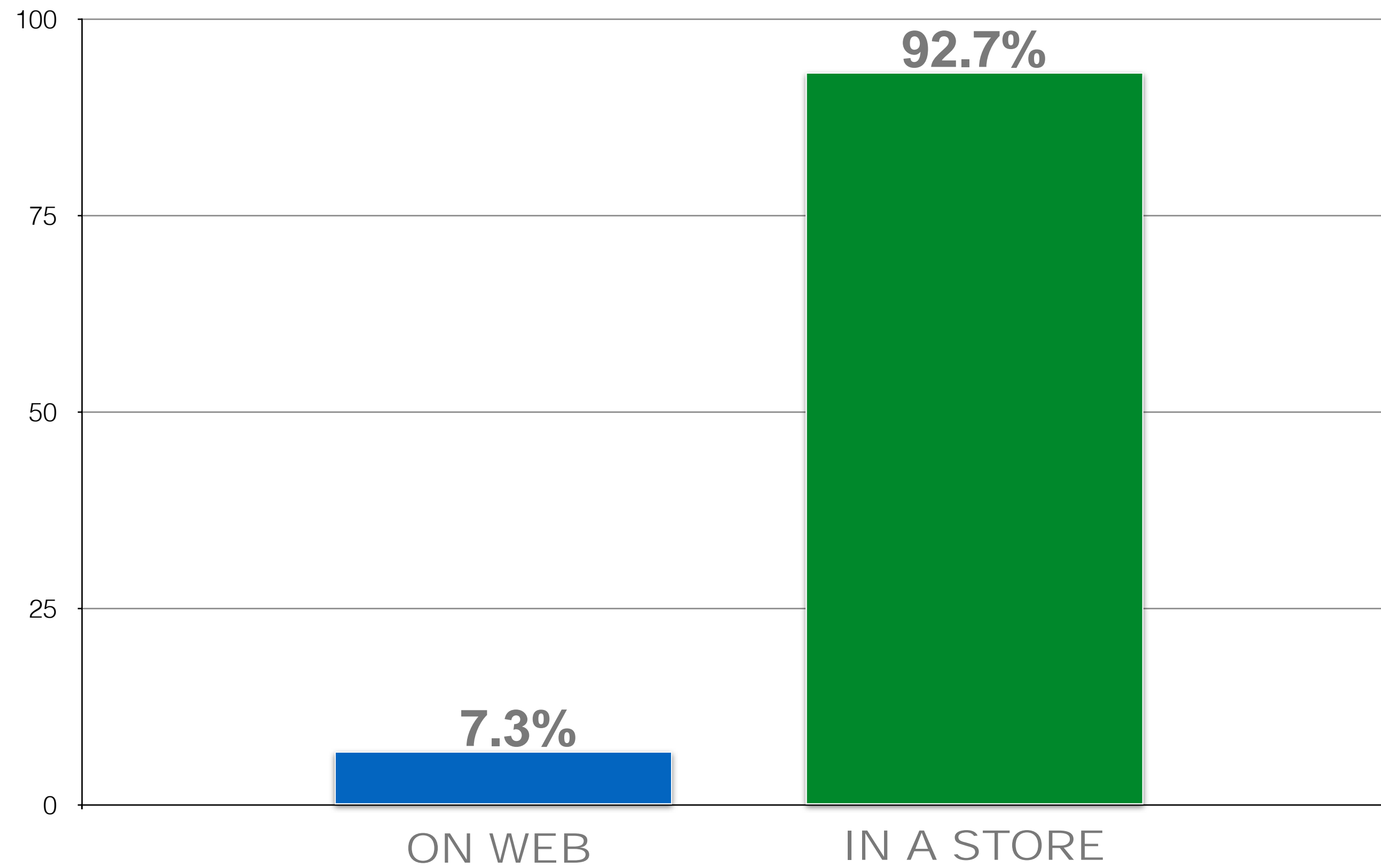


MARKETERS ARE FROM
MARS

CONSUMERS ARE FROM
NEW JERSEY



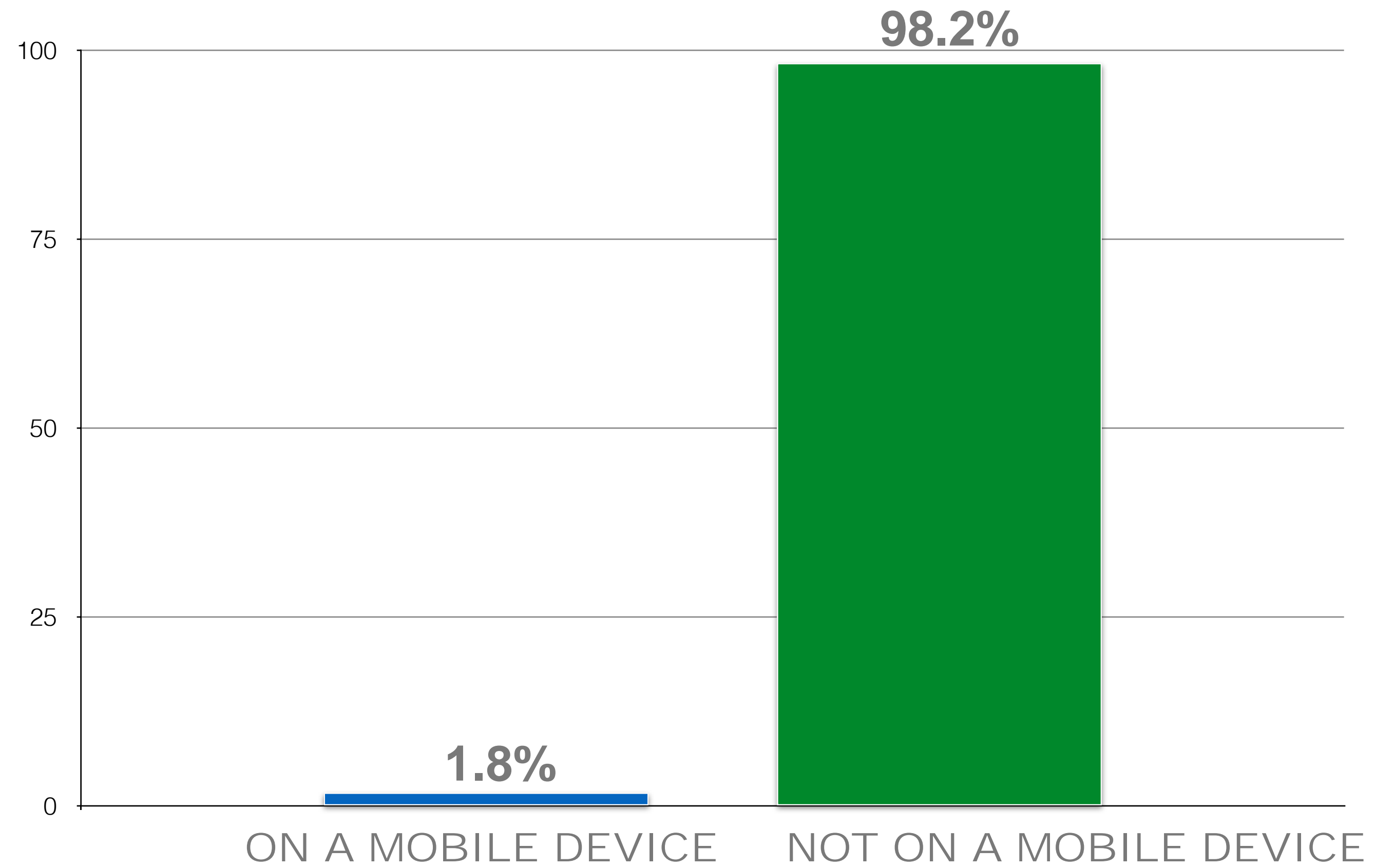
RETAIL SALES



US DEPT OF COMMERCE, 2015



RETAIL SALES





MARKETERS ARE FROM
MARS

CONSUMERS ARE FROM
NEW JERSEY





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1. THE BRAND DELUSION
 2. THE DIGITAL DELUSION
 3. THE AGE DELUSION



MARKETERS ARE FROM
MARS

CONSUMERS ARE FROM
NEW JERSEY






KNOWING SOMETHING IS
COMPLETELY DIFFERENT
FROM THINKING YOU KNOW
SOMETHING



“SCIENCE IS THE BELIEF IN
THE IGNORANCE OF
EXPERTS”

RICHARD FEYNMAN


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1. THE BRAND DELUSION
 2. THE DIGITAL DELUSION
 3. THE AGE DELUSION



THE BRAND DELUSION

“THEY REACH YOUR HEART AS WELL AS YOUR MIND, CREATING AN INTIMATE, EMOTIONAL CONNECTION THAT YOU JUST CAN'T LIVE WITHOUT.”


SAATCHI & SAATCHI



THE BRAND DELUSION

"...IN EUROPE AND THE US PEOPLE
WOULD NOT CARE IF 92% OF
BRANDS DISAPPEARED."

HAVAS MEDIA




THE BRAND DELUSION

.07% (7 IN 10,000) EVER ENGAGE
WITH A MAJOR BRAND'S FACEBOOK
POSTS

FORRESTER

THE BRAND DELUSION

BRAND LOYALTY



THE BRAND DELUSION

OUR BRANDS ARE VERY IMPORTANT
TO US, AND NOT VERY IMPORTANT
TO MOST CONSUMERS

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1. THE BRAND DELUSION
 2. THE DIGITAL DELUSION
 3. THE AGE DELUSION



THE DIGITAL DELUSION

DEATH OF ADVERTISING



THE DIGITAL DELUSION

"...THE END OF THE ERA OF
MASS MARKETING"

FORRESTER 2004



THE DIGITAL DELUSION

"...THE :30 SPOT - AT LEAST AS IT EXISTS TODAY - IS EITHER DEAD, DYING, OR HAS OUTLIVED ITS USEFULNESS. TAKE YOUR PICK."

JOSEPH JAFFE, 2005



THE DIGITAL DELUSION

“...THE END OF TRADITIONAL
ADVERTISING”

SETH GODIN, 2008



THE DIGITAL DELUSION

“...THE POST-ADVERTISING
AGE IS UNDER WAY”

AD AGE, 2009

THE DIGITAL DELUSION

"...THE PRESENT IS APOCALYPTIC. ANY HOPE FOR A SEAMLESS TRANSITION - OR ANY TRANSITION AT ALL - FROM MASS MEDIA AND MARKETING TO MICRO MEDIA AND MARKETING ARE ABSURD. THE SKY IS FALLING, WE ARE EXQUISITELY IRRETRIEVABLY FUCKED."

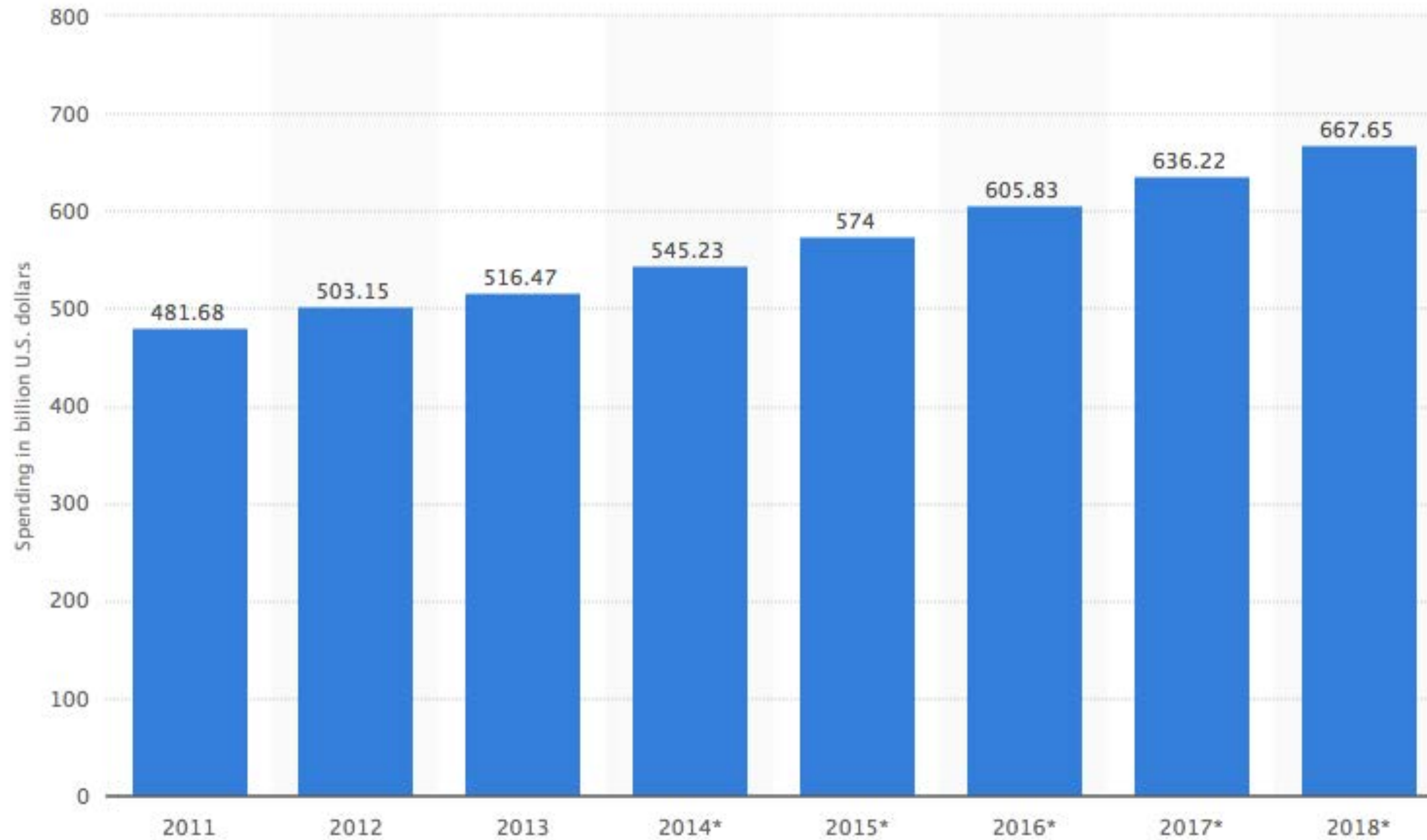
BOB GARFIELD, AD AGE, 2009

THE DIGITAL DELUSION

“ADVERTISING IS DEAD”

HUFFINGTON POST

THE DIGITAL DELUSION



eMARKETER

TYPE | A



THE DIGITAL DELUSION

DEATH OF TELEVISION



THE DIGITAL DELUSION

“LET’S JUST DECLARE TV
DEAD AND MOVE ON”

TECHCRUNCH, 2006



THE DIGITAL DELUSION

“TRADITIONAL TV WON'T
BE HERE IN 7-10 YEARS”

WIRED, 2007



THE DIGITAL DELUSION

“TV IS DYING SAYS GOOGLE
EXPERT”

THE TELEGRAPH, 2007



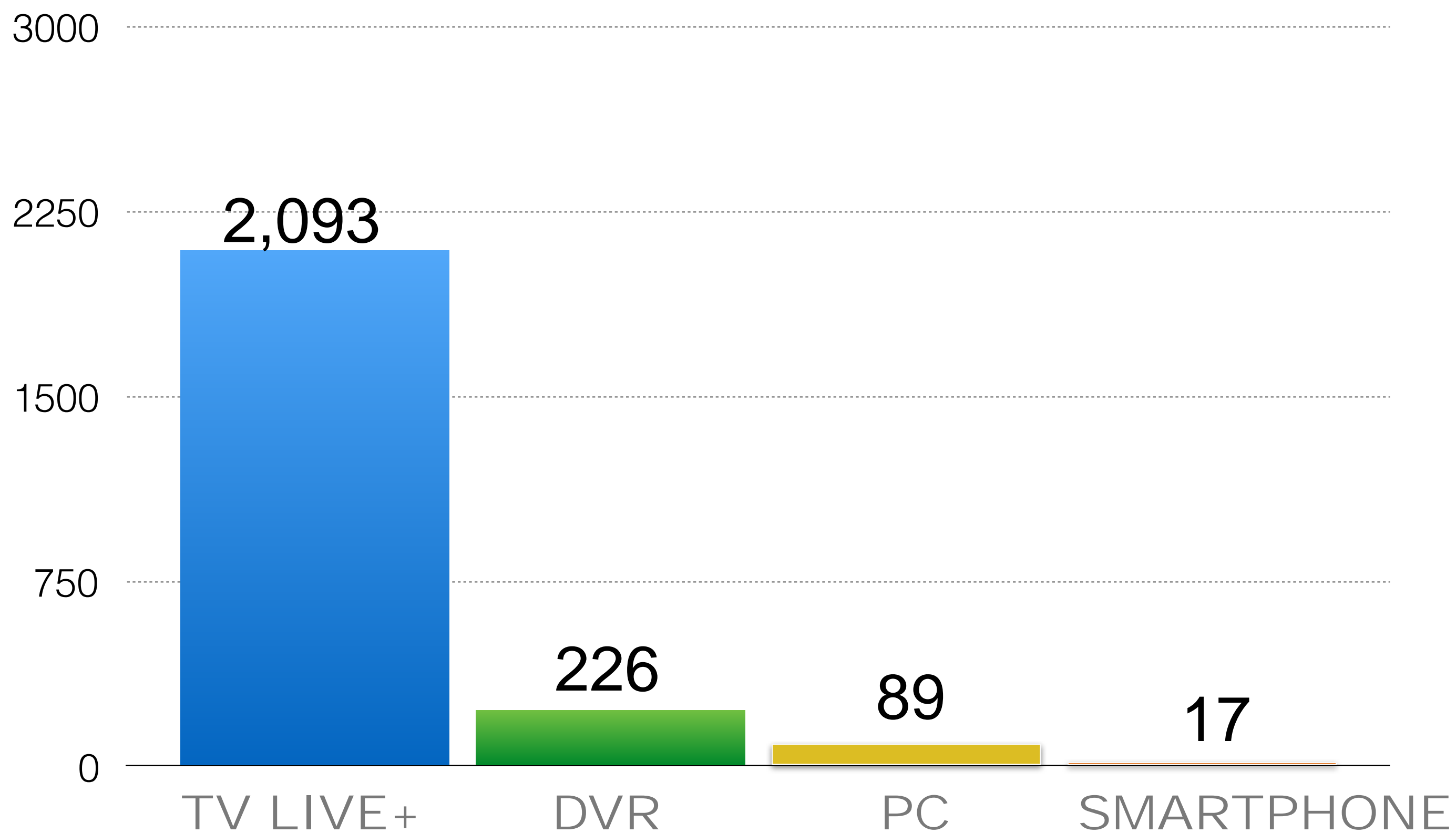
THE DIGITAL DELUSION

“INTERNET IS SET TO
REVOLUTIONIZE TELEVISION
WITHIN 5 YEARS”

FOX NEWS, 2007

THE DIGITAL DELUSION

VIDEO VIEWING MINUTES/WEEK



NIELSEN, Q4 2015, A18+

THE DIGITAL DELUSION

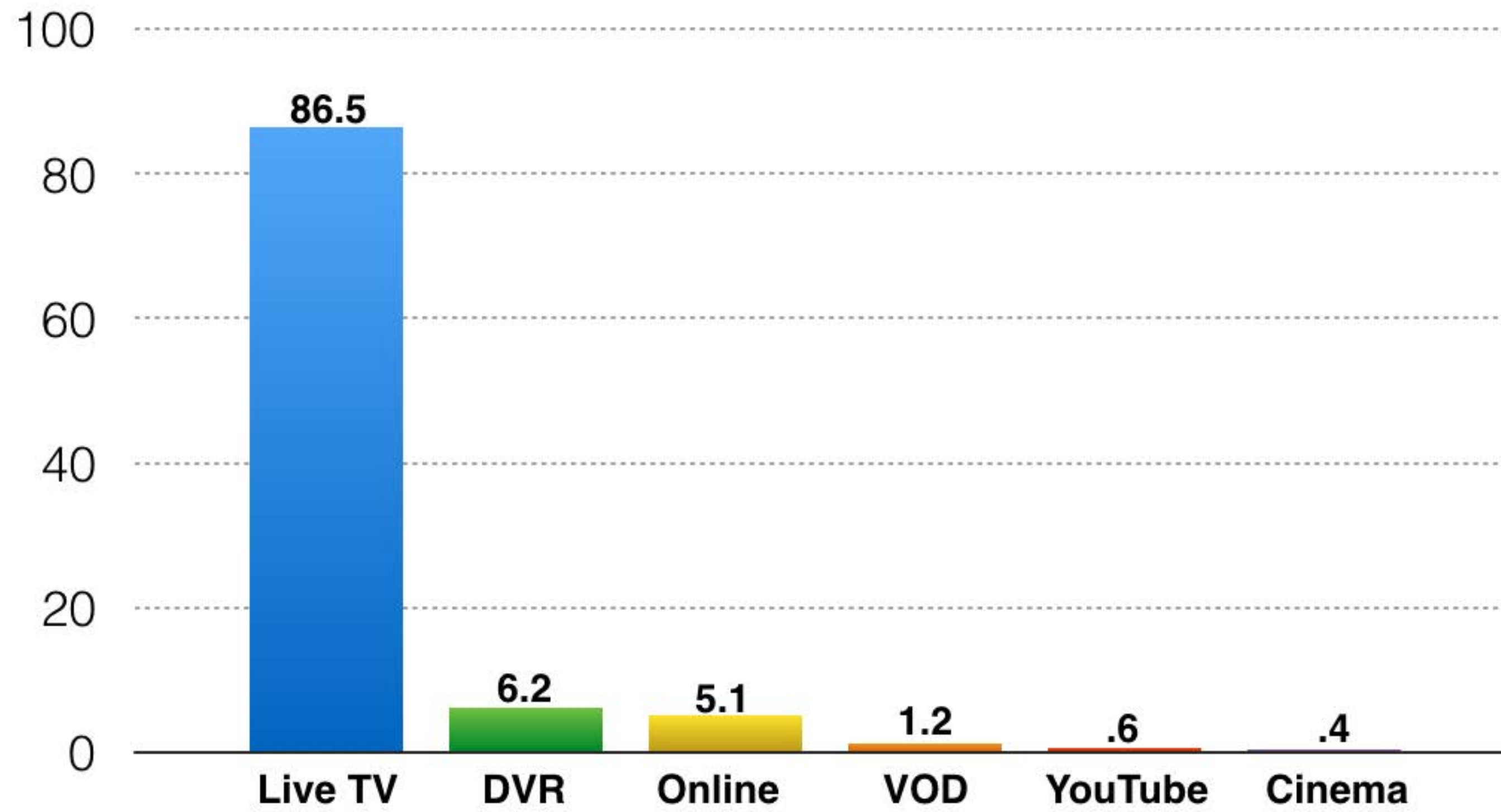
TV Exceeds All Other Leisure Activities Combined

Average minutes per day Americans spent on leisure activities, 2014



THE DIGITAL DELUSION

Percent Of Video Advertising Consumed By Media Type





THE DIGITAL DELUSION

“WE’RE IN A GOLDEN AGE
OF TELEVISION”

JEFF BEZOS



THE DIGITAL DELUSION

TV ISN'T DYING,
IT'S HAVING BABIES
THINKBOX

THE DIGITAL DELUSION

DEATH BY INTERACTIVITY



THE DIGITAL DELUSION

8 "INTERACTIONS" PER
10,000 IMPRESSIONS

SIZMEK



THE DIGITAL DELUSION

38% OF WEB TRAFFIC
IS HUMAN

CNET



THE DIGITAL DELUSION

AN AVERAGE BOT-NET CAN PRODUCE
1 BILLION FRAUDULENT ONLINE AD
IMPRESSIONS A DAY

MEDIAPOST/FORENSIQ



THE DIGITAL DELUSION

“...THERE IS MASSIVE FRAUD IN
THE DIGITAL MARKETPLACE”

RANCE CRAIN, ADVERTISING AGE

THE DIGITAL DELUSION

\$7 BILLION IN ONLINE AD FRAUD



THE DIGITAL DELUSION

“WE WERE AMAZED BY THE VOLUME
OF VALUELESS INVENTORY.”

FACEBOOK

THE DIGITAL DELUSION

“VIEWABILITY”



THE DIGITAL DELUSION

56% OF DISPLAY ADS PAID FOR BY
ADVERTISERS NEVER APPEARED IN
FRONT OF A LIVE HUMAN BEING

GOOGLE



THE DIGITAL DELUSION

57% OF 2 BILLION VIDEO ADS
SURVEYED WERE “UNVIEWABLE”

NEW YORK TIMES



THE DIGITAL DELUSION

REJECTING 75-85% OF ONLINE
IMPRESSIONS...

“FRAUDULENT, UNSAFE,
UNVIEWABLE OR UNKNOWN”

KRAFT

THE DIGITAL DELUSION


60% OF CLICKS ON MOBILE
ADS ARE MISTAKES

MEDIAPOST



THE DIGITAL DELUSION

DON'T KNOW WHAT THEY'RE BUYING
DON'T KNOW WHO THEY'RE BUYING IT FROM
DON'T KNOW WHAT THEY'RE GETTING
DON'T KNOW WHAT THEY'RE PAYING



THE DIGITAL DELUSION

DEATH BY SOCIAL MEDIA



THE DIGITAL DELUSION

“IF YOU CAN HARNESS SOCIAL MEDIA
MARKETING, YOU DON'T HAVE TO
PAY FOR ADVERTISING ANYMORE”

SEQUOIA CAPITAL



THE DIGITAL DELUSION

“SOCIAL MEDIA IS THE LONE
CURRENCY THAT VIRTUALLY
GUARANTEES A RETURN”

USA TODAY



THE DIGITAL DELUSION

“MARKETERS KEEP SPENDING ON
SOCIAL DESPITE LACK OF
RESULTS”

AD AGE



THE DIGITAL DELUSION

88% OF MARKETERS SAW NO
MEASURABLE IMPACT FROM
SOCIAL MEDIA PROGRAMS

DUKE UNIV., AMERICAN MARKETING ASSOC., DELOITTE



THE DIGITAL DELUSION

“EMAIL REMAINS A MORE EFFECTIVE WAY TO ACQUIRE CUSTOMERS THAN SOCIAL MEDIA - NEARLY 40 TIMES THAT OF FACEBOOK AND TWITTER COMBINED”

MCKINSEY & CO.



THE DIGITAL DELUSION

"...(FACEBOOK) WAS TELLING BRANDS TO INCREASE THE NUMBER OF PEOPLE FOLLOWING THEIR PAGES. NOW IT SAYS FANS ARE LARGELY IRRELEVANT"

THE NEW YORK TIMES



THE DIGITAL DELUSION

"...FEW BRANDS HAVE GENERATED MEANINGFUL CONSUMER INTEREST ONLINE. IN FACT SOCIAL MEDIA SEEMS TO HAVE MADE BRANDS LESS SIGNIFICANT."

HARVARD BUSINESS REVIEW



THE DIGITAL DELUSION

“MARKETERS ARE EXPECTED TO
NEARLY DOUBLE THEIR SOCIAL
MEDIA SPENDING IN THE NEXT 5
YEARS”

AD AGE

THE DIGITAL DELUSION

THE SHOPPING TEST

THE DIGITAL DELUSION



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1. THE BRAND DELUSION
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 3. THE AGE DELUSION

THE AGE DELUSION

“THE MOST VALUABLE GENERATION
IN THE HISTORY OF MARKETING”

NIELSEN

THE AGE DELUSION

RESPONSIBLE FOR 51% OF ALL
CONSUMER SPENDING

THE AGE DELUSION

OUTSPEND IN NEARLY EVERY
CATEGORY

THE AGE DELUSION

BUY 55% OF CPG

DOMINATE 94% CPG CATEGORIES

THE AGE DELUSION

OUTSPEND OTHER ADULTS ONLINE
2:1

THE AGE DELUSION

NET WORTH ABOUT 3X AVERAGE

THE AGE DELUSION

BUY ABOUT 60% OF NEW CARS

THE AGE DELUSION

CONTROL 70% OF US WEALTH

THE AGE DELUSION

WORLD'S TOP 6 ECONOMIES

U.S.

CHINA

AMERICANS OVER 50

INDIA

JAPAN

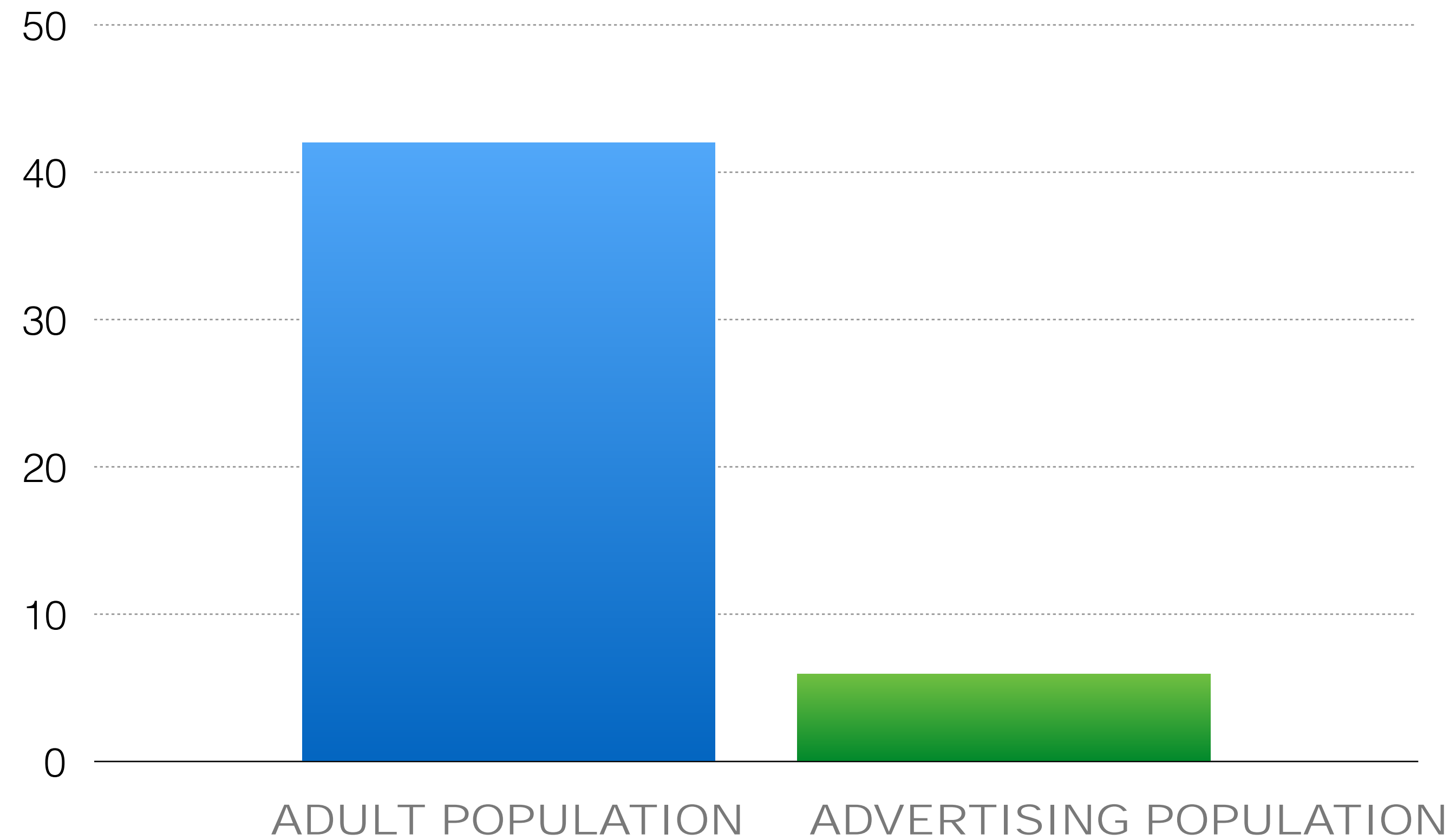
GERMANY

THE AGE DELUSION

PEOPLE OVER 50 ARE THE TARGET
FOR 10% OF MARKETING ACTIVITY


THE AGE DELUSION

PEOPLE OVER 50



THE AGE DELUSION

MARKETING BY SELFIE-STICK



THE AGE DELUSION

“THE MOST IGNORED WEALTHY
PEOPLE IN THE HISTORY OF
MARKETING”

FORBES



THE AGE DELUSION

THE LARGEST BUSINESS
DEVELOPMENT OPPORTUNITY OF
THE DECADE FOR TV

ME



MARKETERS ARE FROM
MARS

CONSUMERS ARE FROM
NEW JERSEY



PERSPECTIVE





MARKETERS ARE FROM
MARS

CONSUMERS ARE FROM
NEW JERSEY

