

Hi Lynne,

This is your Christmas card this year. If you look closely you'll notice there is no die-cut trickery, nor slick and clever executions appraising you of our brilliance like a creative mating display. This year all we're sending out is this plain letter printed on a piece of white A4 paper.

A survey was undertaken recently and one of the conclusions was that people working in the advertising industry were among the most distrusted of all industries, second only to used car salespeople. This is hardly surprising seeing as advertising is, essentially, trying to manipulate people into buying things. People feel like advertisers are trying to deceive them, hence they don't trust them. It's a bit of a love/hate relationship though, because people still want the products and still want to align themselves with brands, it's just that their general perceptions of you and us is that we're not exactly being straight with them, and they wouldn't trust us as far as they could throw us. This is a bad thing.

People don't want to be sold 'at' anymore; in fact they see straight through it and actively dislike anyone they perceive to be selling 'at' them. They'll still buy the products proportionate to the media spend, but they probably won't like your ad, or your brand. Let's be honest, if you asked someone if they like advertising, what do you think their response would be? (Oh, yes, I love advertising - I pretty much just watch programs so that I can enjoy product benefits being yelled at me in the ad breaks). By the same token who doesn't forward emails of funny or engaging ads? It comes down to this: the likeability of a brand or company is becoming progressively more important to the bottom line.

Instead of us seeing advertising as a way to sell stuff, let's view it as two humans talking. If you turned up at your friend's house and started telling them, in bullet point form, all the great things about you and why they should like you and possibly visit you some time soon to capitalise on your mutually beneficial relationship, then your friend would probably not continue to be your friend. So, why do it in your advertising? People get to know each other through a relationship.

In advertising we're communicating with people and they're judging us with the same criteria that they use to judge everyone else. So, let's be humans instead of companies, or advertising agencies, or wankers (we're not calling you a wanker, please don't move your account).

If you're wondering if we've been smoking pot, the answer is no - not much. What we want to do is improve the way your brand is communicated; we want to do it honestly and without pretense. We want to make your company more likeable.

The way that we propose to do this is to entertain people with your ads in a way that connects with them on a truly human level, and to stop your ads sounding like ads. Let's sell your product like you're telling your friend about it, instead of the body walking around with a dollar sign in place of a head that fits into the 25-45AB demographic and has a medium-to-large disposable income. If a product or service is worth selling then people will want to buy it, and if it's not and we need to deceive people and talk crap to sell it, then we don't want to be part of it anyway.

The truth is that people will buy more of your product or service if we create a real relationship with them as opposed to just saturating them with your brand.

Thanks for supporting us this past year, in all honesty we've really enjoyed working with you and we look forward to growing your business with you next year.

Merry Christmas from

Marcello

Claudia

Yamin

Pan

Milana

JAUME