

What's The Big Idea?

It takes a big idea to attract the attention of consumers and get them to buy your product. Unless your advertising contains a big idea, it will pass like a ship in the night.

David Ogilvy, Advertising Legend.

"People don't want to be educated. They want to be entertained. So if you want to educate someone you better do it in an entertaining way."

Johnny Carson

You may wonder why I used the word "masterpiece" to describe this video series. After you watch it you will understand. In the world of "viral videos" and "internet advertising" there is literally no other video in existence like it. It is, without exception, one of a kind. In addition, and perhaps most importantly, it is impossible to steal this idea. If one wanted to steal it they would have start now and it would take 14 years to catch up. In essence, it has no competition.

This video works on both an "artistic" and "commercial" level. It can play as an advertisement for a bank or any other business and at the same time can be shown in any museum for its artistic achievement. On an artistic level it can be compared as a short version the feature film "Boyhood" which was named on over 100 critics "top ten" lists for 2014. It is safe to say that this film will win many advertising awards, year after year after year, and may become the most critically acclaimed advertisement in history.

Other positive points to note include:

It has a very strong human interest element. News outlets will want to cover the story of this amazing ongoing art film as it passes it's 20th year, 25th year, etc.

It has mass appeal that crosses over age, race, gender, etc.

It is the perfect "Superbowl" commercial, an ad that will get talked about and searched online.

Each of the hundreds of new films made each year, all of which can be shot in one day, can be tailor-made with any desired dialogue to fulfill any marketing need.

It can be subtitled to reach interested and amazed audiences all over the world.

It's the first of its kind, a reality commercial, a unique new relative of reality TV.

Though most commercials have a very limited shelf life, this commercial has a new life that is renewed each year. It's audience will increase with each yearly shoot.

The subjects of the commercial, Alyssa, Patrick and Chas, are charismatic and have personalities that can create a strong and loyal following.

If desired, cropped versions of the commercial can be made highlighting one of the stars.