



Life After the 30-Second Spot: Energize Your Brand With a Bold Mix of Alternatives to Traditional Advertising

By Joseph Jaffe

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The old media strategies advertisers used for decades no longer work. Here's what does!

Traditional advertising, in the form of print, radio, and most notably, television, is far less effective than it used to be. Advertising strategies using only these mediums no longer work. Life After the 30-Second Spot explains how savvy marketers and advertisers are responding with new marketing techniques to get their message out, get noticed, engage their audiences-and increase sales!

Covering topics such as viral marketing, gaming, on-demand viewing, long-form content, interactive, and more, the book explains the new avenues marketers and advertisers must use to replace traditional print, TV, and radio advertising-and which strategies are most effective. This book is every marketer's road map to "new marketing."

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Editorial Review

From [Booklist](#)

Jaffe, marketing consultant and former advertising executive, issues a clarion call to abandon the old rules of marketing and wake up to new opportunities. He cites as a root problem the lack of imagination in big agencies (which may not endear him to former agency colleagues!). He offers several lists that help us understand his road map for change, such as major trends that should inspire smart marketers, including the need for 24/7/365 service to customers on their terms--and, through wireless, consumers are always connected and accessible, no matter where they are. The author presents 10 bold alternatives to traditional advertising, which include the Internet, video games that go beyond child's play, word-of-mouth advertising in which communities have the power to build brands, and reckoning with search engines, gatekeepers to online activity. In this excellent book, the author offers thought-provoking insight and advice on how to effectively serve the changing customer. Although not all readers will agree with Jaffe, they ignore him at their peril. *Mary Whaley*

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Review

"...challenges proven thinking in a very digestible form" (*Brand Strategy*, 5th December 2005)

"...an excellent read, witty and enlightening. A must read, particularly for clients and those in the creative community." (*Media Week*, 20th September 2005)

"...a bold mix of alternatives to traditional advertising and a set of new, revolutionary concepts that advertisers and marketers can follow for years to come." (*Customer Relationship Management*, 1st September 2005)

From the Inside Flap

In March of 2005, the Pepsi-Cola Company announced that they would be reintroducing Pepsi One diet cola with one major twist—no 30-second spots. Instead the campaign would include events (see Chapter 14), online films (see Chapters 11 and 15) and other alternatives to traditional advertising such as trading cards.

Traditional advertising—led by its poster child, the 30-second television spot—is dead, dying, or in dire need of a shot in the arm. Take your pick, depending on which point of the spectrum you find yourself. And if none of the choices apply, you may very well be in a state of denial. If so, then you'd better read on.

It's true. The times are changing, and the tried-and-true media strategies that advertisers have used for decades no longer work quite so well. Old-school ad campaigns focused mainly on print, radio, and, in particular, television aren't nearly as effective as they once were. You can blame it on too many TV channels, the Internet, TiVo, empowered and savvy consumers, or anything else that sounds good. But if you're an advertiser, you'd better find alternatives to traditional media—or find an alternative profession.

This is the blueprint for anyone searching for fresh, revolutionary ways to get their message out beyond traditional media. *Life After the 30-Second Spot* reveals how today's brightest marketers are using new tactics to engage consumers and new avenues to take the place of TV, radio, and print. New Marketing guru Joseph Jaffe looks at what works and what doesn't, and covers hot topics like on-demand viewing, viral marketing, gaming, branded entertainment, and experiential marketing. Proactive and prescriptive, he offers

real-world solutions for advertisers struggling to master the new rules of the ad game.

Jaffe begins by examining what's wrong with media today and reveals why the 30-second spot is presumed dead. But media isn't the only thing that has changed; consumers have too. Smarter and more suspicious than ever, they tune out advertising and change the channel at the first note of a jingle. Jaffe looks at what some marketers are doing to connect with these new consumers, and reveals what the new marketing reality means for branding, advertising, and the advertising agency itself. Finally, he explores in depth ten new nontraditional approaches that are changing the face of advertising, and provides commentary on each tactic from some of today's brightest marketers and advertisers.

The 30-second spot is on its last leg, but advertising isn't. *Life After the 30-Second Spot* challenges marketers and advertisers to reinvent themselves for marketing's new reality, and provides unique, practical, and actionable solutions that really work. There is a firm line between surviving and thriving—on which side will you find yourself?

Users Review

From reader reviews:

John Loya:

Have you spare time for the day? What do you do when you have much more or little spare time? That's why, you can choose the suitable activity intended for spend your time. Any person spent their particular spare time to take a stroll, shopping, or went to often the Mall. How about open as well as read a book titled *Life After the 30-Second Spot: Energize Your Brand With a Bold Mix of Alternatives to Traditional Advertising*? Maybe it is to get best activity for you. You recognize beside you can spend your time with your favorite's book, you can cleverer than before. Do you agree with the opinion or you have various other opinion?

Rick Beard:

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Byron Hiebert:

Are you kind of busy person, only have 10 as well as 15 minute in your day time to upgrading your mind skill or thinking skill also analytical thinking? Then you are receiving problem with the book in comparison with can satisfy your limited time to read it because pretty much everything time you only find publication that need more time to be examine. *Life After the 30-Second Spot: Energize Your Brand With a Bold Mix of Alternatives to Traditional Advertising* can be your answer mainly because it can be read by anyone who have those short time problems.

Sue Randall:

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