

What's Next In Marketing

Mitch Caplan's perspective on "What's Next" in marketing and advertising and what advertisers and their agencies need to be paying attention to.

OpenAd: Friend, Foe, or What's Next

Interesting article about an open source program for the development of ad concepts.

http://adage.com/article.php?article_id=120493

OpenAd.net is not a new idea. My friends at The Barbarian Group, one of the best digital shops in the world, actually use a model like this to ideate internally. Many agencies do.

The key difference here is the scale. Gillette is cited as the example of a firm that used the network to develop ideas for a razor launch in Latin America. OpenAd.net says it has presented in front of ANA members, and several are interested.

In the long run I don't see this as much of a threat to major agencies. Large advertisers want the strategic thinking agencies bring. But I do see it as a model that large global networks could model as a way of gathering ideas on an assignment from all over the world. Right now most networks have difficulty in doing this as communications and silos make it difficult.

The new creatives coming up would be very comfortable with this type of scenario. Let's see who jumps on it first.

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