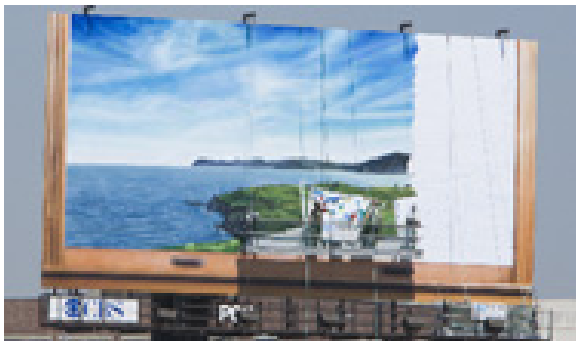


Adhocracy

per sua sion

Jennifer Wells, 04 July 2008 at 10:00 AM EDT



Why persuasion? Because as the great ad man Bill Bernbach once said, "Advertising is fundamentally persuasion and persuasion happens to be not a science but an art."

For non students of the ad world, Bernbach flourished in the Fifties and Sixties and was the creative mind behind Volkswagen's "Think Small" campaign and the unforgettable "We Try Harder" tag line for Avis.

The Bernbach era was the "Mad Men" era, a topic we will return to at a later date. Meanwhile, those crazy Newfoundlanders. I'm told there's a guy hoisted 60 feet above Toronto's Gardiner Expressway hand-painting a scenic superboard of the country's most beautiful province. It's Friday. The sun is shining. Let's go.

Jennifer Wells assesses the latest in the world of advertising and marketing.