

THE SELLING GAME

FACTUAL



EXECUTIVE PRODUCER
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DURATION
60 minutes

It used to be so easy: Advertisers would buy time on TV to pitch their products, lots of people would watch and some of them would buy. But now, consumers are bombarded with 6,000 marketing messages every day, making it harder and harder for advertisers to grab our attention.

SYNOPSIS

TV advertising used to be such an easy business. They played the ads, we watched the ads. But along came hundreds of new channels, and Tivo, and the internet, and scattered audiences, and as the visionary ad man Peter Sealey tells us... " In the mid-1960s I could reach 80% of the women in the United States of America with three daytime black and white commercials... Today, it would take 97 prime time 30-second ads to get that same reach."

THE SELLING GAME is all about how marketers not only survived the so called Panic on Madison Avenue, but rang in a new gilded age of advertising. Digital media, the internet and cable tv, have handed marketers incredibly powerful new keys to our hearts and minds, and wallets. We'll meet the brains behind companies like Tacoda, whose technology looks at our web surfing ways and tells marketers who we are, what we buy, and where we buy it.

The hot new thing in ad land is called Consumer Generated Media: that's homemade ads to you and me, a multimillion dollar business nowadays. We hook up with the creator of one extreme example of that. Kristin Dehnert made a Doritos ad on a shoestring budget...and her spot ended up playing in a \$2 million dollar slot on The Superbowl.

The TV ad may be on the wane, but marketing is stronger than ever. Ads just don't feel like ads anymore. 'Under the Radar' is the buzz term du jour. Seemingly innocent video stunts that friends forward to your in box might just be Burger King's next branding brainstorm. You never know, and that's the whole point.

It's a bizarre new world of persuasion. THE SELLING GAME takes a High Definition tour from New York to Silicon Valley, to a tiny cheese factory in England, to get to the bottom of it all... Give us an hour of attention, and we'll see that you never look at ads the same way again. Satisfaction guaranteed or your money back. Honest.



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