

Funnel of Love.

Don't the marketing clots love their terminology. They invent a new one every day and then communally go off in their trousers.

Well, just to name a few bon mots, there's '360 degree' then there's 'Omni-Channels' and there's 'funnels'. The funnel particularly has been a marketing term for a while, but it seems to be getting a lot of ink recently.

I quote.

Adweek, 'Brands should focus on personalizing their marketing message and targeting consumers at the right moment in the funnel'.

And 'Consumers have more control over their role in the marketing funnel'.

Campaign says, 'AI is marking a collapse of the funnel attributed to how people decide whether to buy items.'

AdAge says, 'For independent



... Empty barrels making the most noise and trying to put the fun back into funnel...

agencies, focusing solely on top-of-funnel awareness or bottom-of-funnel conversions is not enough’.

I have a sneaking suspicion that the ad comics are just trying to sound smart. Empty barrels making the most noise and trying to put the fun back into funnel.

OK, here’s a couple of things that may make sense of it all.

First, is anyone, like me, getting tired of all this stuff? I’m no longer a planner and certainly not a CMO.

But God knows, I’m certain you lot can’t make head nor tail of all this word scrabble. I suspect the pundits and marketing company gurus are just repackaging the same old stuff by giving all the disciplines, rules and theories newer and pithier names. I can do that, it’s easy: ‘purchase information tubes’, ‘consumer conversation metrics’, ‘human interface biometrics’, ‘communication hopper dynamics’!

I could go on all day. Yet, apropos of one of my previous

PAUL LOOSLEY

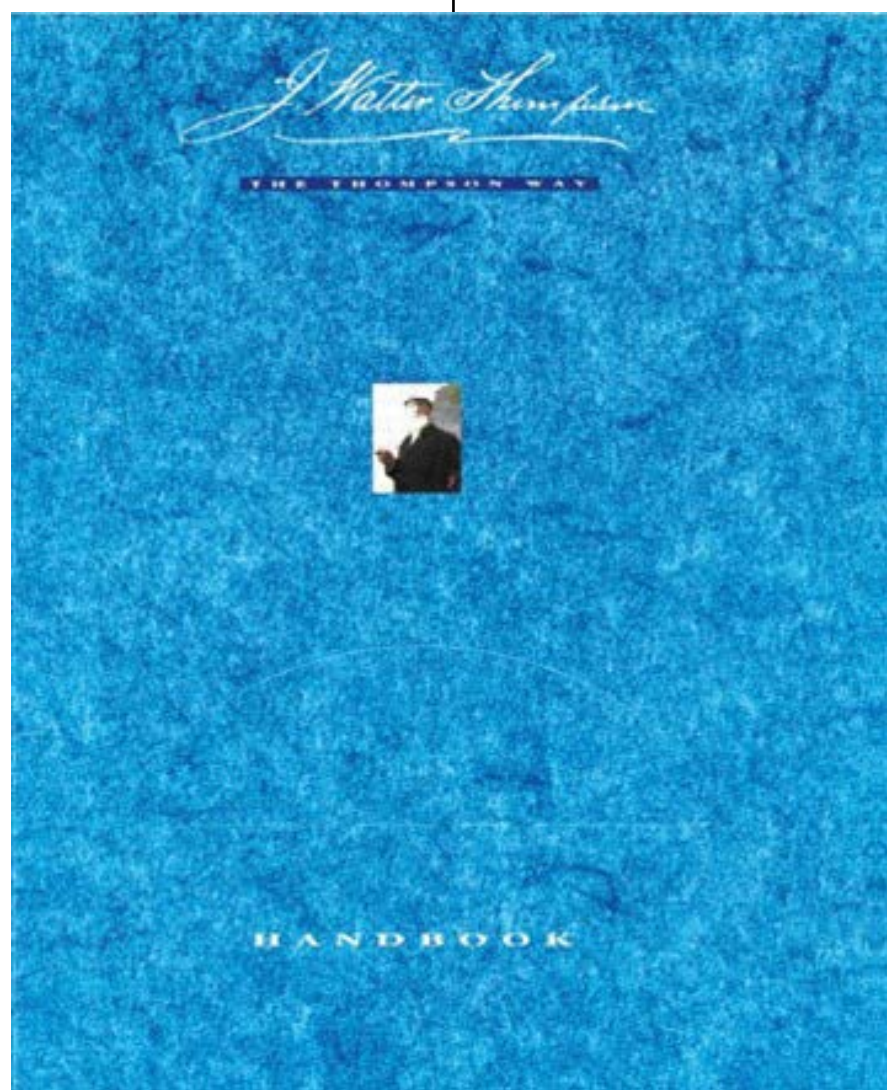
... no fuss, no bother, just give us your money. Who needs the headache of trying to figure out all that complex cobblers?...

articles, it is no surprise that advertisers are turning to the all-in-one AI driven solution companies like Meta, who tell us they have a way to solve all marketing needs in one shot, no fuss, no bother, just give us your money. Who needs the headache of trying to figure out all that complex cobblers?

Second. Many of the old and disappeared agencies had figured out all this years ago. Different terms, but easier to get your tongue around and massively less pretentious, ideas like 'the Planning Cycle', 'The Consumer Buying System', or 'The Scale of Advertising Effect'. I can testify to this as I once edited all these disciplines and others into a JWT book called 'The Thompson Way'. And that was in 1987.

I'd like to show you some of the very straightforward and easily understood graphics and diagrams that illustrated these theories, but I fear WPP would send someone round to cut off my goolies.

Don't forget advertising agencies once were one-stop-solution-outfits too, much like Meta is trying to be. Clients would throw a brief into the basket on the front of the agency account executive's push-bike, they



PAUL LOOSLEY

... Don't forget advertising agencies once were one-stop-solution-outfits too, much like Meta is trying to be...



would cycle back to the agency and the planners, creatives, producers, finance chaps and media folks, would solve the problem for a prearranged price, put the package in the basket and the account executive would peddle back to the advertiser. No funnels, omnis, optimizations or even AI.

Simples.

Finally I have to recount a rather naughty game that an agency I worked in used to play sometime in the 1970s. In a meeting with the advertiser someone would come up with a phrase or word that would sound terribly lofty, something like, we need to establish 'a cone of integration' or 'this calls for an interfrastic research module'. Ninety nine times out of a hundred the advertisers would nod in furious agreement. Pissers perfectly pulled.

So, if you've enjoyed this trip through the funnel of love, tell me, is getting back to simplicity just a pipe dream or do I just have funnel vision? "Ever get the feeling you've been cheated?" (Ha! Johnny Rotten. Ed.)



Paul Loosley is an English person who has been in Asia 47 years, 12 as a Creative Director, 25 making TV commercials. And in recent years, a brand consultant. And still, for some strange reason, he can't shut-

up about advertising. Any feedback: mail p.loosley@gmail.com (Please put it through a funnel)