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UFO UpDates Mailing List

Re: Volkswagen Ad: "Reverse Engineered From UFOs"

From: Ralf Zeigermann <kag15@dial.pipex.com>
Date: Fri, 13 Mar 1998 22:54:51 +0000
Fwd Date: Fri, 13 Mar 1998 18:42:27 -0500
Subject: Re: Volkswagen Ad: "Reverse Engineered From UFOs"

>From: Stig_Agermose@online.pol.dk (Stig Agermose)
>To: updates@globalserve.net
>Date: Fri, 13 Mar 1998 06:39:51 +0100
>Subject: Volkswagen Ad: "Reverse Engineered From UFOs"

>"In a print ad aimed at the computer generation, the text reads "Beetle
>2.0" and another treatment for print and television says the Beetle is
>"Reverse engineered from UFOs.

Yeah, well.

I work as an Art Director for a Healthcare Ad Agency and we were involved in a pitch for a new (and almost fantastic) Arthritis drug.

The brief was very tight and we were all desperately seeking for ideas. It was the day before we had to present to the client.

At one point I came up with: "Hey, if it's so new and so fantastic, why don't we just say it has been retrieved from the Roswell Crash and it's all Alien technology?! I can almost _see_ the most wonderful double spread pages!"

My Creative Director replied: "So we lie to the people, just because we can't come up with any proper ideas?"

In the end we finally had a much better idea and won the account.

These days, with UFOs all around everyone, everywhere on the Internet, everywhere on TV and Radio and Mags ... as soon as something is really new, someone will brand it 'Alien Technology'...

The old DDB campaign was so beautiful... runs and runs and runs and runs...

Sorry list, you may hate me for being in advertising, but that's the way it goes.

Cheers,

Ralf

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