

New Identity

With this I would like to win you over as a friend and supporter for the idea of accepting a new identity for our advertising trade.

As of this month I have started a blog at [NewAdvertising.org](#) for you and myself to share and inspire fresh thinking for the new advertising age. You are cordially invited to join with posts and comments or simply as a welcomed visitor.

New Audience

Emerging technologies have drastically changed our behaviour as consumers and as beings. The smell of advertising makes us turn the other way. The death of advertising has been reported on for a decade, much longer than the economic down turn has been with us.

Alas, the public has a right to be inspired, benefit from informed decision making, and succeed with their pursuit for happiness. Everyone communicates, appreciates stimulation, empowerment and engagement.

New Media

Spin the old trade flywheel with new vigour? The emperors new clothes? We think not. Agencies and networked agencies alongside independent boutique shops, have long repositioned themselves successfully around their core competencies. [NewAdvertising.org](#) is here to serve as curriculum with user-side contributions to establish a new attitude we can believe in.



I am not concerned with the future of advertising. No flamboyant propositions are to be made. Let's take one step at the time and achieve success from within our professional agenda. Secure accounts and win new pitches. Enjoy our daily triumphs...

[NewAdvertising.org](#) is all yours. Your jump board, your reference for fresh thinking and new business models.

NewAdvertising.org

[NewAdvertising.org](#) is a free of charge, independent service, encouraging & enabling the exchange of fresh thinking between advertising professionals.

[NewAdvertising.org](#) is a forum for both advertising professionals and new recruits on their way into the advertising business.

What the visitor can do



- Create and manage your profile
- Comment
- Post contributions
- Edit your contributions
- Rate contributions
- Rate privileges

New Attitude

- Direct your browser at [NewAdvertising.org](#).
- Demonstrate how you achieved relevance.
- Convince your agency to utilise [NewAdvertising.org](#) as their agency curriculum.
- Forward this flyer to your colleagues.

[NewAdvertising.org](#) is an independent social network. It leverages practical intelligence from Silicon Valley folks and Madison Avenue people.

The original curriculum of the new advertising age brought to and kept alive by its users and visitors.

Launched in the summer of 2009 in English and German language, it provides insights behind the lines of New Advertising..



[Register with NewAdvertising.org](#)