

New Identity

Jessica and I want to win you over as a friend and supporter for the idea of accepting a new identity for our advertising trade. Find a new beginning. Fresh thinking and how it is applied to our everyday work. Introduce new business models. Discover, explore, and define principles and success factors. Build a home for peers and decision makers, authors, founders, agency owners, copywriters and developers who bang their heads creating viable solutions for their clients, and are part of the new advertising age.

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 depression has been with us.

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

New Media

Spin the old economic flywheel with new vigour? The emperors new clothes? Agencies, 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.



We are not concerned with the future of advertising. No flamboyant propositions are to be made. We take one step at the time and achieve success from within our professional agenda. Secure accounts and win new pitches. Daily triumphs...

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

NewAdvertising.org

NewAdvertising.org is free of charge. An independent service, encouraging & enabling the exchange of fresh thinking amongst advertising professionals.

A forum for new advertising professionals and new recruits.

What the visitor can do



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

New Attitude

- Direct your browser at [NewAdvertising.org](#).
- Demonstrate how you build 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 fresh thinking from Silicon Valley to Madison Avenue.

The curriculum of the new advertising age is brought to you 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](#)