

Reversing the decline in advertising effectiveness



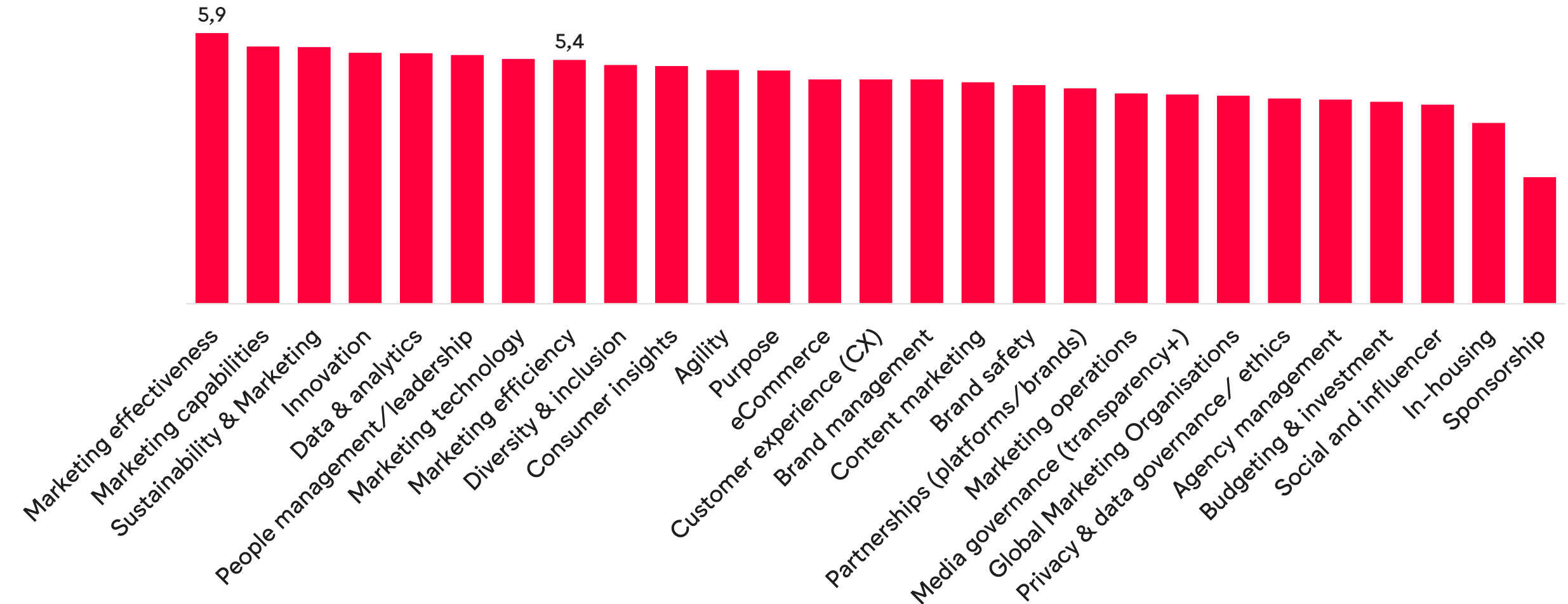
25th January 2022







Global CMO priorities for 2022



Charts show weighted averages on 1-7 (7 highest priority)

Q. Please rate the following issues based on how important they are to you in 2022

Source: WFA Online member survey. Date: Dec '21; Universe: 309 respondents; Base Global-remit marketers: 65 respondents

	Tue 5 th April	Wed 6 th	Thu 7 th	Fri 8 th
AM	Executive Committee (Executive Committee members only)	CMO Forum Media Forum Sourcing Forum Policy Forum	Conference (open to all)	National Associations Council
PM	Annual General Meeting	Better Marketing		
Evening	Welcome party	VIP member Dinners	Gala dinner	



Look out.

Orlando Wood



Look out.

The eye that stares. Unblinking.
Makes for rather uncomfortable
viewing, doesn't it?
We see a lot of it in advertising these
days. But why?
And why doesn't advertising seem to
make us laugh anymore?
In this stimulating book, Orlando
Wood, author of the much-lauded
Lemon, argues that it is because, as a

culture, we are turning inwards.
And the danger, when we turn
inwards, is that we end up turning on
each other.
So, to advertisers, those words
'Look out' should serve as a warning.
Because people feel alienated by
creative work that looks inwards.
What, then, is the secret of
capturing our audience's attention?

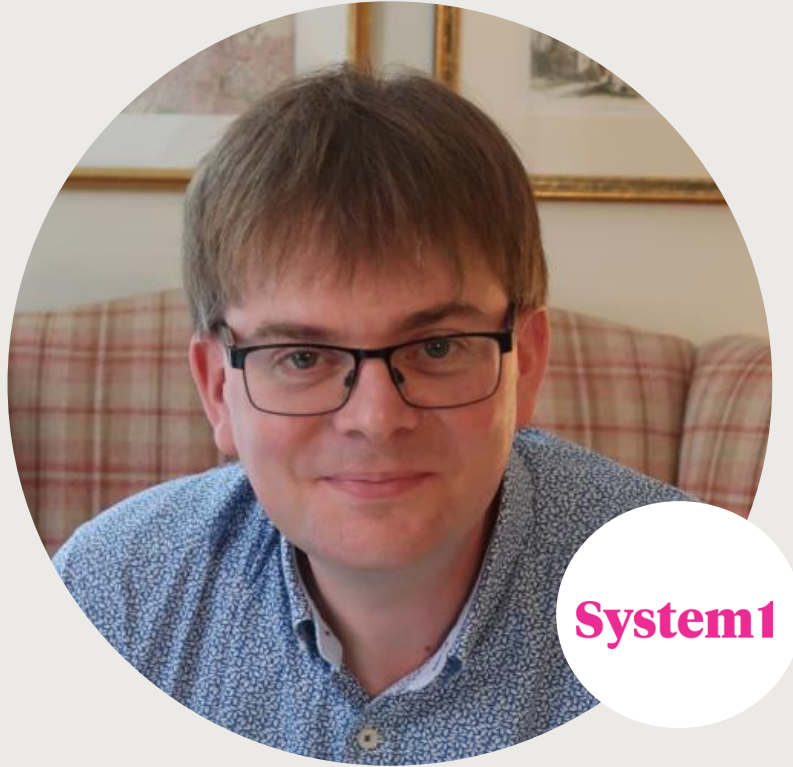
How can we create spectacle that
lifts the eyes, opens the minds and
warms the hearts of those we wish
to persuade?

Well for that, Orlando argues, it
all starts not by looking within, but by
looking out.

It's just one of the surprising
conclusions that can be found in
this eye-opening book.

IPA

EFTWORKS | JIM SYSTEM



Orlando Wood
Chief Innovation Officer