

## "IT'S NO LONGER ABOUT FINDING THE BIG IDEA BUT THE LONG IDEA."

JOHN HEGARTY - BBH

## THE ONE QUESTION: IS THE IDEA BIG ENOUGH TO WORK LONG TERM?

### A LONG IDEA IS A BRAND IDEA THAT PEOPLE DON'T STOP BELIEVING IN

# JON HEIN HAS CALLED THE MOMENT WHEN A BIG IDEA BEGINS TO DECLINE IN QUALITY BEYOND RECOVERY: 'JUMPING THE SHARK'



## JUMPING THE SHARK MEANS LOSING CREDIBILITY

## LOSING CREDIBILITY HAS NO IMMEDIATE IMPACT

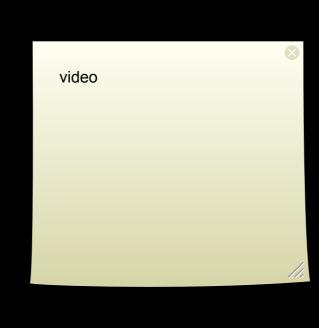
#### TOP 6 TV 'JUMP THE SHARK' MOMENTS

- $\mathbf{1}_{ullet}$ DALLAS When long presumed dead Bobby Ewing is taking a shower
- 2 DYNASTY when armed terrorists interrupted a large family wedding
- 3 ROSEANNE When Roseanne won the lottery
- 4 HAPPY DAYS When Fonzie jumped the shark
- 5 INDIANA JONES AND THE CRYSTAL SKULL When Harrison Ford survived an atomic blast, whilst hiding in a fridge.
- 6 ESCAPE FROM L.A. When Snake Plissken was surfing a wave across L.A.



### NOT ONLY HOLLYWOOD IS JUMPING THE SHARK.

THE SAME PHENOMENON ALSO OCCURS IN ADVERTISING.



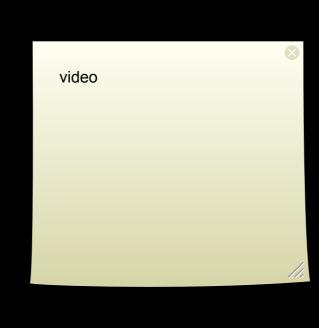


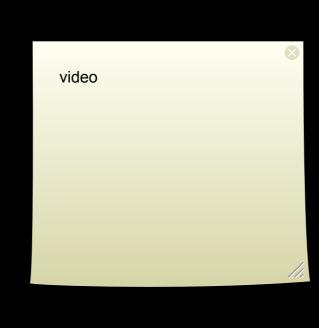


# THERE IS NO HANDBOOK THAT CAN TELL YOU WHEN YOU'RE ABOUT TO JUMP THE SHARK

### BRAND EXPERIENCES ONCE WERE MEANT TO CREATE BRAND AWARENESS.

### NOW THEY KEEP THE BRAND MESSAGE RELEVEANT AND CREDIBLE.









#### "If the argument doesn't fit the point, change the point, not the arguments."

John Hegarty, Hegarty on Advertising: Turning Intelligence into Magic