

**PKP BBDO**

# Language of the Future?

**COPY**  
**vs.**  
**IMAGE**

**I**n principio erat verbum; et verbum erat  
apud deum: et deus erat verbum. Hoc erat  
in principio apud deum. Omnia per ipsum  
facta sunt: et sine ipso factum est nichil.

In the beginning was the word.  
And the word was with God.  
And the word was God.

John 1:1



**„But as for You, Daniel, conceal these words and seal up the book until the end of time; many will go back and forth, and knowledge will increase.“**

**The knowledge of  
mankind is based  
on words.**

Our culture is based on words

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**Our imagination is  
stimulated with words**

Meaningful communication is based on words.

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**We declare LOVE  
with words.**

**We lie with words.  
We hate with words.**



**Wars begin with words.**

**Books are destroyed for words.**

**In the end we are  
honoured with words  
on the graveyard.**

# The role of Visuals.









**In the 20th century moving pictures became the rage.**

**Spoken words of the radio seemed to render the printed word obsolete.**

**Later moving pictures on a box in a family's living room rendered the radio old-fashioned.**

Visuals are replacing words:

Fact is: People  
read less & less

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Today?

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INTERNAZIONALE  
28 GENNAIO

Roberto Saviano • Rebecca Solnit • Paul Kennedy • Arnon Grunberg

# Internazionale

OGNI SETTIMANA IL MEGLIO DEI GIORNALI DI TUTTO IL MONDO  
29 GENNAIO/4 FEBBRAIO 2010  
N. 831 • ANNO 17 • 3,00 €

La rete ha cambiato la nostra vita e il nostro modo di pensare?



ON THE COVER

## INTERNET ERGO SUM

The network has changed our way of thinking? Meet artists, intellectuals and Scientists around the world. From Kevin Kelly to Brian Eno, from Richard Dawkins, to Clay Shirky, to Nicholas Carr

[continue...]

Visual are replacing words:

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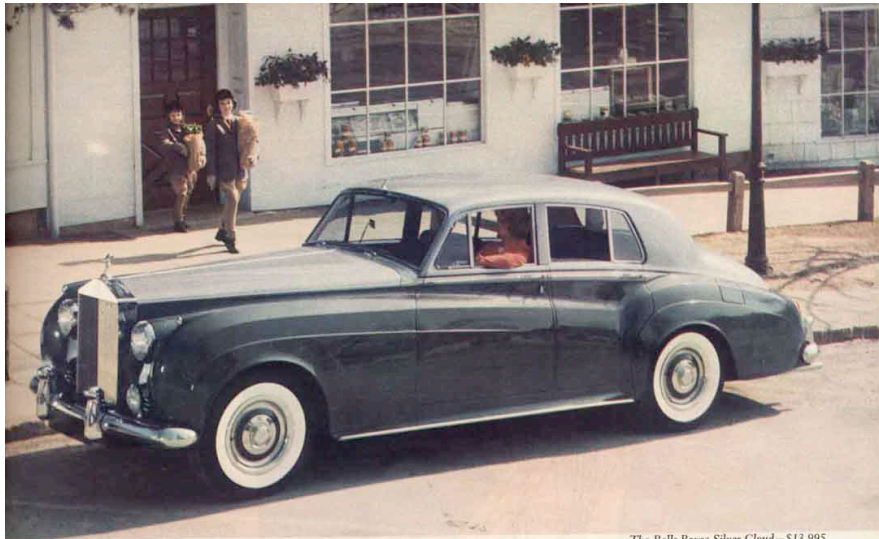


# New media foster visual interaction.

**Egonomie. Generation me.  
I-focussed. The social Super-Ego.**

**Are we heading to a  
speechless generation?  
with digital relationships only.**





The Rolls-Royce Silver Cloud—\$13,995

## “At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”

*What makes Rolls-Royce the best car in the world? “There is really no magic about it—it is merely patient attention to detail,” says an eminent Rolls-Royce engineer.*

1. “At 60 miles an hour the loudest noise comes from the electric clock,” reports the Technical Editor of *THE MOTOR*. Three mufflers tune out sound frequencies—acoustically.
2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.
3. The Rolls-Royce is designed as an *owner-driven* car. It is eighteen inches shorter than the largest domestic cars.
4. The car has power steering, power brakes and automatic gear-shift. It is very easy to drive and to park. No chauffeur required.
5. The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to 98 separate ordeals. For example, the engineers use a *stethoscope* to listen for axle-whine.
6. The Rolls-Royce is guaranteed for *three*

years. With a new network of dealers and parts-depots from Coast to Coast, service is no problem.

7. The Rolls-Royce radiator has never changed, except that when Sir Henry Royce died in 1933 the monogram RR was changed from red to black.

8. The coachwork is given five coats of primer paint, and hand rubbed between each coat, before *nine* coats of finishing paint go on.

9. By moving a switch on the steering column, you can adjust the shock absorbers to suit road conditions.

10. A picnic table, veneered in French walnut, slides out from under the dash. Two more swing out behind the front seats.

11. You can get such optional extras as an Espresso coffee-making machine, a dictating machine, a bed, hot and cold water for washing, an electric razor or a telephone.

12. There are three separate systems of power brakes, two hydraulic and one mechanical. Damage to one system will not affect the others. The Rolls-Royce is a very *safe* car—and also a very *lively* car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.

13. The Bentley is made by Rolls-Royce. Except for the radiators, they are identical motor cars, manufactured by the same engineers in the same works. People who feel diffident about driving a Rolls-Royce can buy a Bentley.

**PRICE.** The Rolls-Royce illustrated in this advertisement—f.o.b. principal ports of entry—costs **\$13,995.**

If you would like the rewarding experience of driving a Rolls-Royce or Bentley, write or telephone to one of the dealers listed on the opposite page.

Rolls-Royce Inc., 10 Rockefeller Plaza, New York 20, N. Y., Circle 5-1144.

March 1959



Ghost Kraftstoffverbrauch (l/100km): kombiniert 13,6 / Innenorts 20,5 / Außenorts 9,6 / CO<sub>2</sub>-Emissionen kombiniert 317 g/km  
Phantom Family Kraftstoffverbrauch (l/100km): kombiniert 16,5 / Innenorts 25,0 / Außenorts 11,5 / CO<sub>2</sub>-Emissionen kombiniert 385 g/km



Rolls-Royce Motor Cars München • Schmidt Premium Cars GmbH • Nymphenburger Str. 4 • 80335 München  
Tel: +49 (0)89 45 22 418 - 0 • Fax: +49 (0)89 45 22 418 - 18 • eMail: info@rolls-roycemotorcars-muenchen.de

www.rolls-roycemotorcars-muenchen.de

**Easy on the eye, easy on the brain!**  
**People tend to stop and look at compelling visuals rather than to sit down and read (boring) words.**

**It is true that our attention is easily captured by a nice picture than a group of words.**

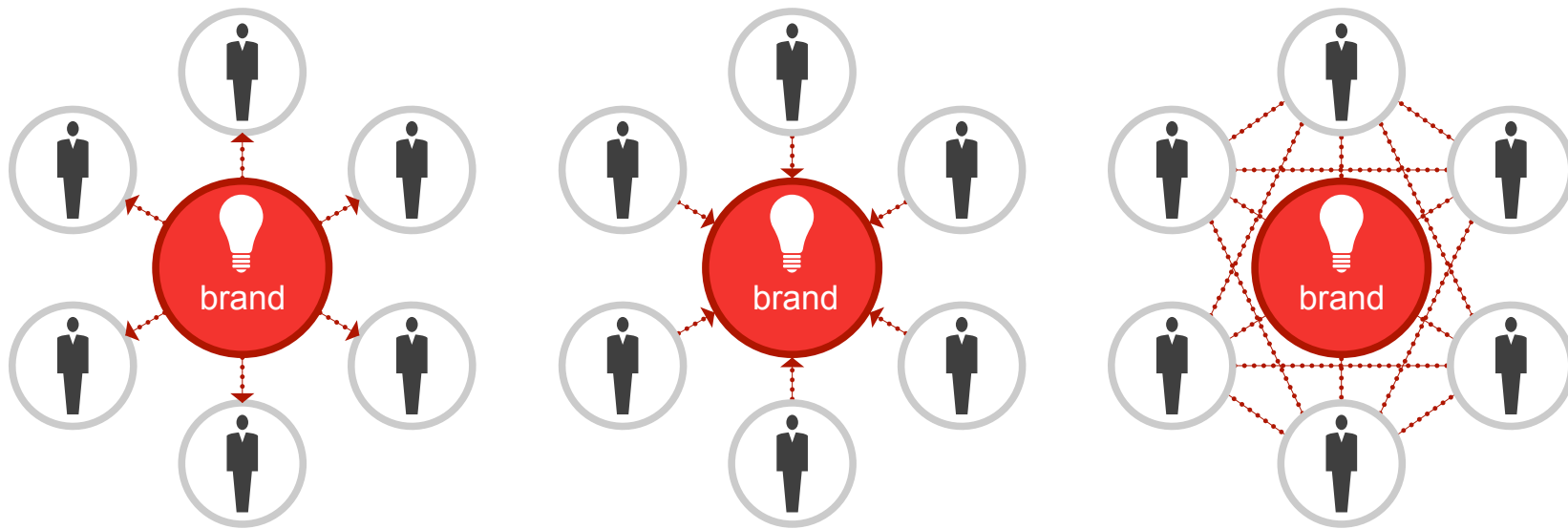
**Does this mean that the visual  
will be the language of the future?**

**NO!**

# **My Theory - even Conviction**

**Words will gain importance again.  
Language is our identity.**

**Creates Reality.  
Expresses Values.  
Delivers Content & Goals better!**



**Markets are Conversations.  
Brands have to join in. Interact  
and engage consumers.**

## Focus on 2 aspects:

**1) What consumers expect from brands?**

**2) How our (degenerated) brains process information?**

The  
Economist

SEPTEMBER 27th 2008

[www.economist.com](http://www.economist.com)

OH  
FUCK!



~~Trust~~







**Social values - longtimes ignored - will relive a renaissance.**

**Critical consumers increasingly are in search of sense, want to know more about background of brands?**

**In search of a noble purpose.**

**We hunger for?**

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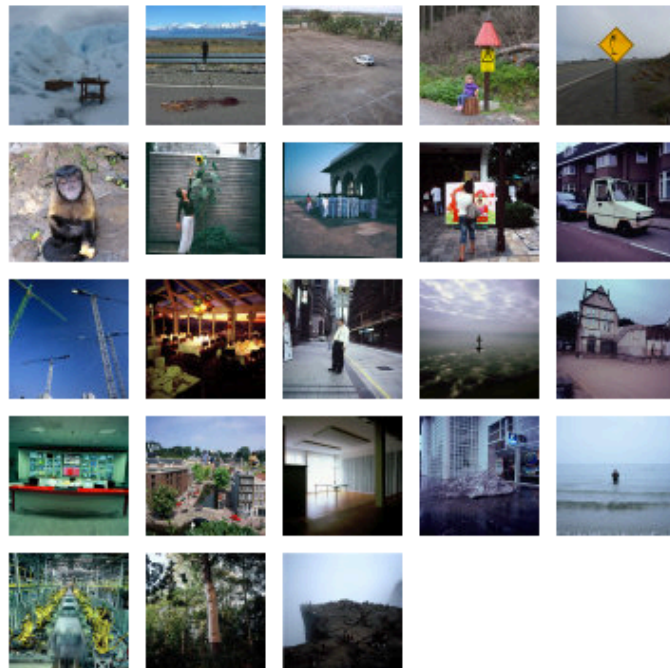
**Trust  
Reliability  
Authenticity  
Relevance**

**Only words can deliver all that.**

**Ads only working with visuals run the risk of misinterpretation.**

**Words will give meaning,  
lead to the right interpretation.**

## Latest Comments



## Same visual - different interpretations

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Home-made Pope's mobile.

Add yours

☆  
PB



Pre (or post) the curved trend. It depends.

Add yours

☆  
AE

## **2. How information is processed in our brains?**

**Visuals are definitely processed easier than words.**

Visual with more effect than words

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**WARNING:**  
Cigarettes  
are  
addictive.

© U.S. HHS — 1-800-QUIT-NOW

**Our brain has learned to change good copy (codes/stories) into images that the brain will store.**

**Unfortunately most copy is written for the conscious part of the brain. Abstract. Difficult to process.**

**Only if a message is useful/relevant  
the doors of our brains will open.**

**A call for action needs arguments.**

**Modern technology is based as  
much on words as on images:**

**Text is well understood by search  
engines, images are not.**

# Language of the Future?

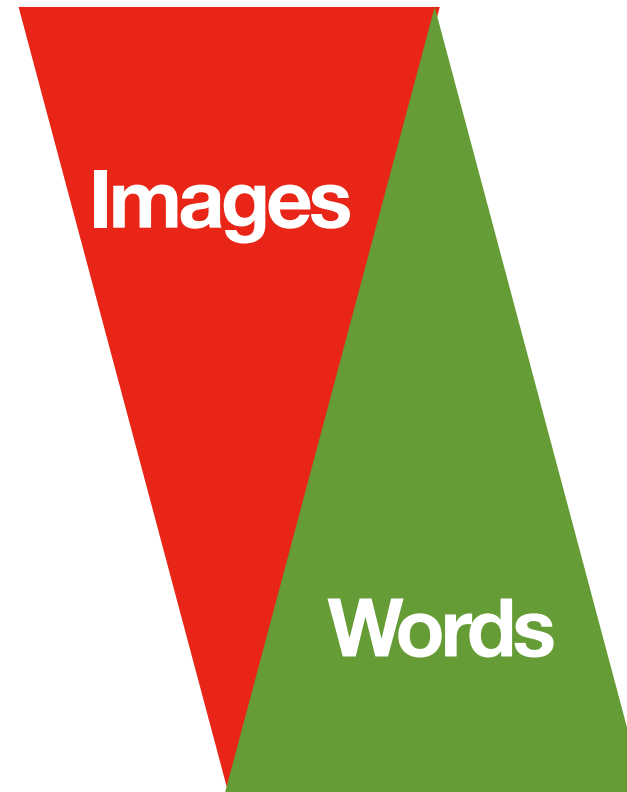
**COPY**  
**vs.**  
**IMAGE**

**It is not an either/or proposition.**  
**Words remain the essential core of any communication strategy.**

**Pictures add much to the effort.**  
**Often replace a thousand words.**

**Like any conversation in real life - and advertising is real life - each conversation is **unique** and should be treated as unique.**

**Entertainment  
Infotainment  
Information  
Advertising  
Communication  
Engagement  
Reliability, Trust**



**„A culture that is rooted more in images than in words will find it increasingly difficult to sustain any broad commitment to any truth, since truth is an abstraction requiring language“**

Kenneth Myers, cultural observer & social critic.

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