

persönlich

WERBUNG UND MEDIEN

Dezember 2003

Spot the ad?

Titel: Bartle, Bogle, Hegarty • Peter Rothenbühler: Doppelbödige Grüsse aus der Romandie
Grippenvirus: Genesungswünsche für die Werbebranche • Carlo Schmid: Von Blocher, Werbern und Camionneuren
Urs Paul Engeler: Schweizer Medien und die lästige SVP

Täglich News auf

persoenlich.com



In the bottom right hand corner
of Titian's L'Annunciazione,
you will spot a glass
vase. You may wonder
what it's doing there?
We know Titian wasn't
saying religious practice was
thirsty work. It is in fact empty. It was
quite common for Venetian painters of that
period to include objects that were unique
to Venice and therefore signal its superiority.
Paolo Veronese's paintings often feature
people dressed in very rich, luxurious
outfits. Coincidentally, Veronese's brother
was involved in the Venetian fashion
business. Of course you had to look
hard to understand the subtext
of these messages. Whatever the
Venetians called it, today it
would be known as product
placement. Just another
idea that Hollywood
didn't think of.





Paolo Veronese. Feast in the House of Levi.

Fashion spread or
pious observation of
the Last Supper?



AS ADVERTISING
MOVES
FROM THE

AGE OF

TO THE AGE OF
ENGAGEMENT,

INTERUPTION

IT MUST FIND
MORE
INVENTIVE.

THE

CONSUMERS

ATTENTION.

ADVERTISING
IS NOT

REWARDING
WAYS OF
CAPTURING

THE
FUTURE OF

TO BE LIKE
ADVERTISING.

JOHNSON'S **HOWSON'S** **ANSON'S**

3818

Reese's

SHEV'S

theatre
developing
fund