

CreativeMedia³ *An Unholy Alliance.*

Media and Creative, Creative and Media. An alliance born out of a mutual frustration. Born out of an overlooked theory of the 60's, but pushed aside as creative became king and media consisted of spreadsheets and cost per points. An after-thought. The theory is none other than Marshall McLuhan's famous mantra, "The Medium is the Message."

McLuhan's mantra is that the form of a medium embeds itself in the message, creating a symbiotic relationship by which the medium influences how the message is perceived. All media have characteristics that engage the viewer in different ways. We at Engine Company 1 take this seriously. We know each medium has a unique opportunity to communicate a message and interact with the consumer in its own way. In today's cluttered world of advertising, it makes perfect sense to develop creative solutions for our clients business in the same way.

Traditional agency structure segments out media planning and buying, down to the specific media; we believe in a more integrated approach. In most agencies once the creative direction and executions are decided, media is called to the table. Therefore relegating media to an afterthought. We believe that the chosen media vehicle is as important to the creative execution as the messaging itself. A mutual respect for each other's unique expertise allow for everyone to be a valid contributor to the creative solution.

At EC1 we pride ourselves on practicing our own version of McLuhan's manta, we call it, "CreativeMedia³" This unique power of three approach to the creative solutions we produce, throws out the traditional creative and media protocol. Every agency claims integration. but lets face it, it seldom exists. We believe we have successfully eliminated the line between departments. Media is no longer a separate entity. Instead media lives within the creative discipline. Each creative team consists of the expected art director writer combination but we've a third, a media person. Obviously this can only work if you have a Creative Director and creative teams that embrace this way of thinking. It also only works if you have media personnel that have the creative chops. This is an important characteristic when we are bring on new staff, that they not only keep an open mind to this belief but have the necessary talent to contribute to the creative process. The 25-year spot TV buyer veteran of the big agency world might not fit into our way of thinking. Nor would the creative prima donna who views media as their manservant.

Creative Media³ has already help to create award winning creative solutions using innovative media developed specifically for the messaging. Media partners and vendors are excited about the potential and have already joined in the conception phase to offer new and never attempted media solutions. The potential is virtually untapped and the enthusiasm is endless. The creative media solution now is truly influencing how the creative message is perceived.