

The G–Man Infiltrates the Advertising Industry!

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By Brian Forest, Immedia Wire Service

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Recording artist The G–Man is not a government agent. His songs are on iTunes and his commercials "are in your home and in your car," says Scott G, who writes and produces award–winning radio spots for ad agencies and clients.

His world used to involve nightclubs full of wildly dancing people, but today Scott G (The G–Man) is interacting with the advertising industry.

"Instead of dealing with people coming up to me with ecstasy in their pockets, now I'm working with ad agency executives, copywriters, and people who use words like 'demographics,' 'psychographics,' and 'Unique Selling Proposition,'" G says. "Of course, who knows what they have in their pockets?"

But wait — Scott G has been in the ad business since graduating from college, so is he really a musician embedded in the ad world, or is he an ad man who snuck into the recording industry?

"Okay, it's both," G says with a grin.

Either way, he's proud to announce the official opening of G–Man Music & Radical Radio (GMM&RR). "We're creating songs, sonics, music tracks and radio spots," G said.

G–Man Music will serve ad agencies, production companies, corporate and retail clients, game developers, and producers of film and TV soundtracks.

As an ad man, Scott G has worked for an impressive list of clients, everyone from Albertson's to Zenith. Recently, he was the voiceover artist and the music composer on 4 Verizon Wireless radio commercials.

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As a recording artist, The G-Man is on Delvian Records, with three albums in physical distribution via AEC, Galaxy, and Goldenrod, as well as digital distribution via Apple's iTunes.

Samples of The G-Man music are at www.apple.com/itunes and www.myspace.com/thegman.
Samples of GMM&RR commercial work are at www.gmanmusic.com.

"I like being in both advertising and music," G says. "In each case, we're trying to touch people emotionally. Although," he adds, "you can get more sensual on an album track than in a commercial for PayLess Shoes."

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Photo of The G-Man with flame-shaped guitar is available in 300 or 72 dpi.

Brian Forest writes about music, advertising, and advertainment.

Are Major Advertisers Looking Beyond The Big Firms

By Louis Victor

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New Age Media Concepts releases its latest article that focuses on the advertising and marketing industry.

Advertisers spend billions of dollars a year on advertising their products and services to consumers. They depend on the creative abilities of the advertising agencies that they hire to send their message to the masses. These are the same people that create the catchy jingles and memorable lines like "Where's the Beef".

In an industry that generates billions of dollars of revenue each year there are only a select few agencies that top the list every year. Of these agencies there are six that make up the majority and generate the lions share of this billion-dollar industry.

Now how is this possible?

Lets take a look at the major advertising agencies and who they own. The major companies involved in a majority of the advertising business globally are Omnicom, WPP Group, Interpublic of Co's, Publicis Groupe, Dentsu & Havas. These same companies own a majority of the top advertising agencies such as The Arnell Group, BBDO Worldwide, DDB Worldwide, Goodby Silverstein, TDWA Worldwide,

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Mindshare, Ogilivy & Mather, MediaEdge:CIA, J Walter Thompson, Campbell Ewald, FCB, McCann Erickson, Leo Burnett, Fallon Worlwide, Arnold, Saatchi & Saatchi, Zenithoptimedia, and Starcom to name a few.

The advertising world has close to 1500 advertising agencies of which a vast majority are independently owned but represent a minority of the revenue generated in the industry. So how does a small to mid size agency compete?, simple they adapt to their environment. That is the beauty of not being the mighty oak and being a sapling, you can move with the wind and not snap in half. They are becoming more innovative in their approach to advertising and this has proven to be fruitful. The major advertisers are beginning to see this for themselves and they are starting to look to the lesser–known agencies for creative development and marketing plans.

An example of this is the recent action by Masterfoods when they shelved the advertising efforts of their agency of record to allow a lesser know Japanese firm to work on their Twix campaign. Recently Charles Schwab (NYSE: SCH) and several other major advertisers have been reevaluating their campaigns and some are looking at the smaller and lesser–known agencies for that glimmer of light.

So as most consumers have learned through out the years that sometimes bigger and well known isn't always better, it looks like advertisers are beginning to see this as well.

Source: New Age Media Concepts – 888–463–9237
www.namct.com

I have been involved in the investment, advertising, marketing and public relations industry for almost two decades and hope to offer some insight through the articles that I write.

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