
MEMORANDUM TO EVERY OFFICE

TO: Everyone
FROM: edmoss@maykit.me.uk
SUBJECT: There's no such thing as a new idea
DATE: Today
CC: Everyone else who might otherwise miss it



It is said by many that there is no such thing as a new marketing idea, just the re-hash of an old one

When discussing marketing, the pundits, experts and educationalists have been saying for years that there's really no such thing as a new idea.

At a very basic level, they're perhaps not too far wrong. You set up a business and you sell things. People have been doing it for years. Although in the days of the Wild West in America, you didn't see three different undertakers setting up business in a one-horse town next to one another.

That was because in the days before market research was called marketing research, people did, er, market research. They just didn't call it that.

One of the most basic problems facing people today is not coming up with a new way of marketing their product, but an actual new product itself.

Not all of us can be first to come up with a Body Shop, a Carphone Warehouse, an Amazon, or an insurance comparison website. But these in turn have since spawned many successful imitators. Imitators who have firmly proven that there is no such thing as a new idea, just a rehash of old ones.

However, some of the imitators do it with such 'chutzpah'.

Take online train ticket websites. All use predominantly the exact same booking engine (go

have a look), bearing an uncanny resemblance to one other. Yet one of them charges a £1 booking fee for the same service that is provided for free by the others! Astounding.

However, there seems to be a current craze in marketing for the issuing of messages that are both meaningless and grammatically incorrect. Whether it's the same creative agency getting away with murder, or just a lack of creativity on the part of the rest, frankly, it is now verging on the ridiculous.

O2 and Liptons are telling us to "be more dog" and "be more tea" respectively. Meanwhile, Rightmove, Jacobs and Dreams are telling us to "find your happy", "snack happy" and "sleep happy". A total and utter lack of creativity on all their parts.

Meanwhile, Expedia are busy telling everyone to "travel yourself interesting" or to "discover yourself exciting". Both totally and utterly meaningless, and not in any way the least bit clever.

It seems that these companies, or rather their creative agencies, are leading them up the garden path in an effort to find out who can be the most facile.

The message is keep it simple, meaningful and relative to your business. Even if it means simply saying "We make the most efficient widgets"

(providing you can back it up that your widgets are in fact the most efficient).