



Has Disruptive Advertising Gone Too Far?

I love advertising. I love design. I love everything about marketing and branding and I think there's a ton of great stuff out there. But I want to focus on "disruptive advertising." Definitely has its place in the mix and really gets your attention. However, I'm also a huge hockey fan and I love the Philadelphia Flyers (why, is a story for another day). I go on their website religiously (except when they lose, which has been often this season) to see insights and reactions and to catch the barometer of the team. But I'm not sure what deal or media buy Ford has with the Flyers but every time I want to load a player interview or switch to the coaches' corner or whatever, this God Dam ad comes on for 15 LONG seconds and tells me about their stupid cars, trucks, etc. I DON'T CARE!!! First time, okay— give em credit, it works. But to have to see the same spot (even different ones wouldn't help) over and over again, anytime I want to reload a video is making me sick. Now I hate FORD and would never buy their product. So, take that you marketing geniuses you just lost me forever. Great media buy.

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