

[Subscribe to Advertising Age today!](#)January 08, 2007
[Login](#) | [Register Now](#)

AdvertisingAge®

Search Advertis [Advanced Search](#)[More from Advertising Age:](#) [AdCritic.com](#) [Madison+Vine](#) [AdAgeChina](#) [Sign up for E-mail Newsletters](#)**CHINA**
FACT PACKAvailable in print and online March 12, 2007
Closes January 19, 2007[Click here to advertise.](#)[E-mail a Friend](#) [Order Reprints](#) [Print Page](#)
[Comment](#)

How and Why We Picked the Consumer as Agency of the Year

An Editor's Note on The Process

By [Jonah Bloom](#)*Published:* January 08, 2007

Most years, we meet just once to pick Agency of the Year. Reporters arrive with their shortlists, stacks of examples of the shops' work, details of their new-business wins and evidence of their thought leadership. We discuss, we vote.



Ad Age editor Jonah Bloom explains why the consumer was selected as this year's Agency of the Year. | **ALSO:** Comment on this issue in the 'Your Opinion' box below.

Related Items:

[Ad Age Agency of the Year: The Consumer](#)

John Doe Edges Out Jeff Goodby

[The Scariest Issues Confronting Marketing in 2007](#)
End-of-Year Audio Interview

DraftFCB

When we met to pick the '06 winner, it looked as if it would be business as usual. We raised the idea of giving the honor to consumers, but that intriguing notion was drowned out by the usual arguments for a handful of shops -- Crispin, Goodby, TBWA, Saatchi. When a winner emerged in the form of DraftFCB, we were too busy constructing and deconstructing arguments for the agency to remember we'd considered a different

With Ad Age Editor Jonah Bloom approach.

DraftFCB had a compelling story. The mere existence of the newly merged agency was a bold move to try to marry the scale and creative chops of a famous ad shop with the data savvy of a fast-growing direct-marketing agency. What's more, the experiment had just yielded Wal-Mart's \$580 million ad account, the most sought-after in review last year.

Wal-Mart debacle

But just days later, *Ad Age* uncovered Wal-Mart's firing of marketing chief Julie Roehm and its decision to reopen the review she'd overseen sans DraftFCB. Cue Agency of the Year meeting No. 2.

We threw around more agency names but kept coming back to that idea of consumer as agency. The arguments piled up: Lonelygirl15; the Mentos/Coke experiments; TBWA London asking the public for ideas; recognition of the importance of consumer-to-consumer communication; marketers' oft-stated belief that the consumer is in control. Of course, consumers aren't agencies, but they have become arguably the most effective creators and distributors of commercial content. If we were ever going to do something different with our selection, this was the year to do it.

Of course, it didn't end there. The Sunday after that meeting, I got a call that went something like: "*Time's* done it; they picked you." Even I'm not cocky enough to think I'd seen off Kim Jong Il for this year's honors, so I let out a sigh and prepared for another meeting.

What do you think?

This time, however, we stuck to our guns. *Time* was picking consumer-generated content over world leaders, dictators with nuclear weapons and people who are trying to save our broken planet. We are picking it over some other content creators. We might end up looking derivative, but we felt we were right. And we still do. But we look forward to you, our consumers, telling us what you think.

[News RSS Feed](#)



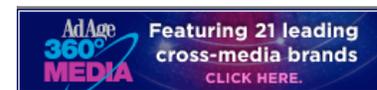
The Ad Age Group Custom Programs presents



Find out how the winners made mobile deliver ROI.

[MORE](#)

These media brands know how to surround-sound your customers.



[MORE](#)

MOST E-MAILED

- [New Tool Helps Starcom Figure an Ad's Worth](#)
- [Kodak's Self-Deprecating In-house Video Goes Viral](#)
- [Mobile Marketing Has Potential \(to Be Really Annoying\)](#)
- [Sprint Puts Creative Ad Account Up for Grabs](#)
- [Coke Bets on Zero to Save Cola Category](#)

HOME

- Latest News
- MediaWorks
- Hispanic Marketing
- Digital
- American
- Demographics
- Data Center
- People & Players
- CMO Strategy
- Account Action

This Week's Issue
Your Opinion

COLUMNS

- Jonah Bloom
- Rance Crain
- Scott Donaton
- The Media Guy
- Teresa Iezzi
- Al Ries
- Randall Rothenberg

BLOGS & PODS

- Bob Garfield
- TV Spots
- Why It Matters
- Video Index
- Small Agency Diary
- Out of Site

YOUR OPINION

[Submit a Comment](#)

RECENT NEWS

- [PODCASTS: Ad Age Audio and Video Programs](#)
- [Month's Top 10 Most-Liked, Most-Recalled New TV Spots](#)
- [Global Agency Network of the Year: Euro RSCG](#)
- [Ad Age Agency of the Year: The Consumer](#)

>> [MORE NEWS ARTICLES](#)

Search Advertis

[Advanced Search](#)

[Subscribe to Advertising Age today!](#)

Who delivers 360° customer coverage?

Logos: AMC, Comcast SPOTLIGHT, Disney abc UNLIMITED, Meredith CORPORATION, TV GUIDE

RESOURCES

Career Center
Events

BRANDED CONTENT

White Papers
Video Showcase
Guides
Salutes
Surveys
Webinars

SERVICES

Subscriptions
Advertise
Help Center
 (What is RSS?)

Browse Archive

Download the
Print Edition (Zinio)

NEWS

[Latest News](#) | [MediaWorks](#) | [Hispanic Marketing](#) | [Digital](#) | [American Demographics](#) | [Data Center](#) |
[People & Players](#) | [CMO Strategy](#) | [Account Action](#) | [This Week's Issue](#) | [Your Opinion](#)

COLUMNS

[Jonah Bloom](#) | [Rance Crain](#) | [Scott Donaton](#) | [The Media Guy](#) | [Teresa Iezzi](#) | [Al Ries](#) | [Randall Rothenberg](#)

RESOURCES

[Careers](#) | [Events](#) | [White Papers](#) | [Surveys](#)

SERVICES

[Subscriptions](#) | [Advertise](#) | [Help Center](#) |  (What is RSS?) | [Archive](#) | [Download the current edition \(Zinio\)](#)

More from Advertising Age: [AdCritic.com](#) | [Madison+Vine](#) | [AdAgeChina](#) | [Sign up for E-mail Newsletters](#)

Copyright © 1992-2007 [Crain Communications](#) | [Privacy Statement](#) | [Contact Us](#)