"Packed with tedious detail and worse still, pure guess work presented as fact"

"Bold-Ohver has written a remarkable book. Remarkable for the paucity of fact and glut of tedium".

LEPTON GUARDIAN LITERARY REVIEW

"Not only does Bold-Ohver coin the phrase "post media age" but he delivers an unmissable treatise on the value of branding to society"

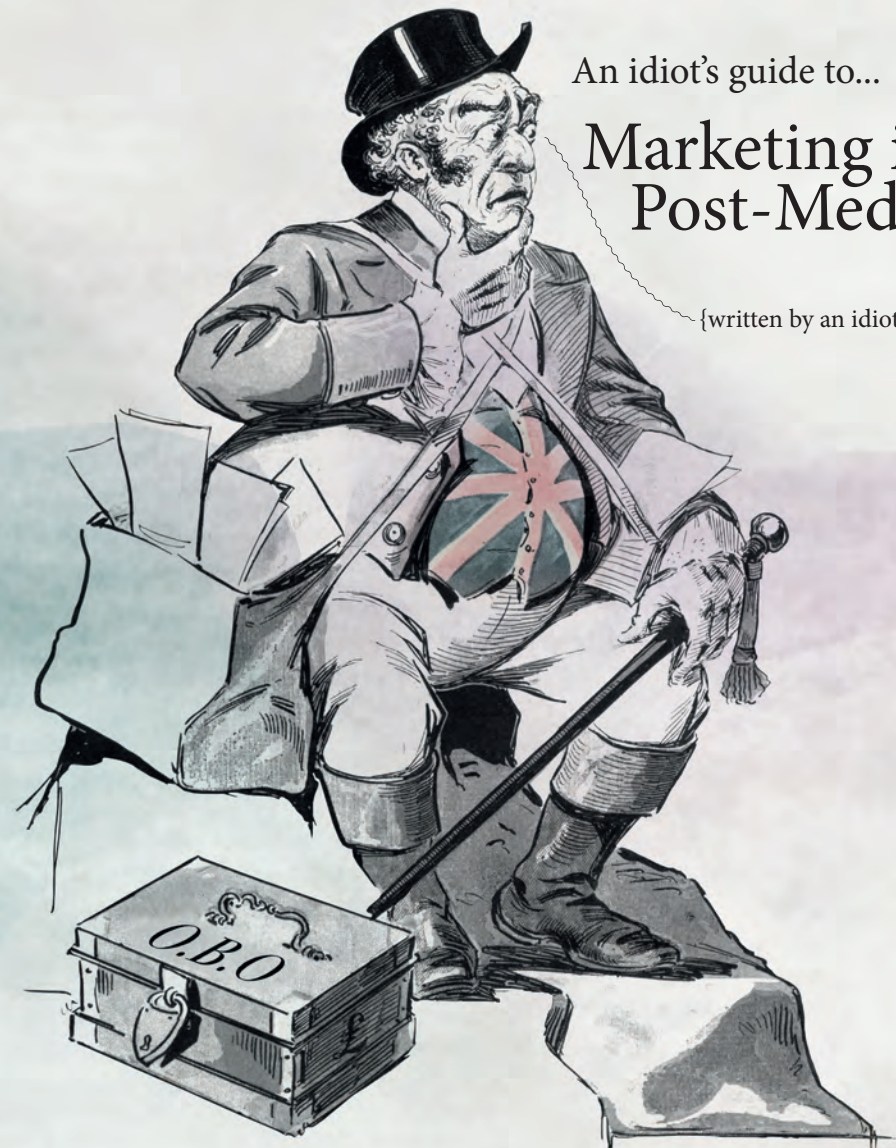*NEW MILL PARISH MAGAZINE*

~

"Unreadable"
HOLME VALLEY REVIEW
~

"Unthinkable"
BRADSHAW RECORD
~

"Unspeakable"
ERIC FROGSPAWN
~

~A~
SMITH PRODUCT

An idiot's guide to...

Marketing in the Post-Media Age

{written by an idiot not for idiots!}

O.B.O
£

By
Oliver Bold~Ohver

~PROLOGUE~

{ Oliver Bold-Ohver is the nom de plume of Neil Alexander Smith, who after a lifetime spent in design and advertising has written this revealing insider's guide for would be marketers and would be clients. Marketing in the Post Media Age reflects on the decline of newspaper advertising, the transfer of media control to content creators and the declining influence of the print world on modern marketing. It is packed with tedious detail and worse still, pure guess work presented as fact.

Whilst entirely credible, the legal section in particular, is based almost entirely on hearsay. }

Other books not yet written and not by the same author:

Everyone Thinks They Are A Writer

By Sir Wanton-Cleavage

Everyone Thinks They Are A Photographer

By Lensalot Hasselblad

Heraldry And Chivalry In 21St Century Britain

By Egremont Russet

A SHORT HISTORY
OF BRANDING

Etymologically speaking, the word 'brand' is German in origin, meaning to burn. In the 17th Century the English derivative came to mean burning with a hot iron. Ouch.

Branding started out as a mark of ownership, carried out by slavers and cattle ranchers, who used the rather unsophisticated expedient of burning a logo into flesh, without warning or anaesthetic.

This early use of branding differs markedly from the modern meaning of the word, in that the notions of consumerism, permission marketing and brand loyalty were markedly absent facets of life as a slave, or indeed a cow.

Today a brand, expressed as a logo denotes the ownership of a product range and its associated brand values. In today's world branding carries a heavy weight on its shoulders. It seeks to communicate every nuance, subtlety, cultural reference and aspirational promise a service or product needs to make itself heard, amid the confusing cacophony of messages visited upon consumers, in their daily lives.

At Bold-Ohver and Co we believe that branding is in effect a coherent language, and one in which consumers are fluent. Partially a written language and partially a visual language, branding is nothing less than the language of consumerism.

Central to this language is the offshoot of iconography known as logo design. Far from being a recent invention, logo design traces its roots directly to the conventions of heraldry, coats of arms and eventually to the modern-day logos with which we are familiar.

Modern day consumers may not be aware of it but the symbolism they use to read the language of branding results from biblical and mythological sources. For example, a serpent continues to be a negative symbol associated with duplicity. Few businesses wishing to convey trust and propriety would choose a snake based graphic as a logo.

Although it clearly makes a perfect basis for a tattooist's logo.

Conversely and perversely the apple, redolent as a symbol of temptation, and its modern counterpart corruption, now enjoys a whole new life, reinvented as a symbol universally understood to convey healthy, innovative and design led products.

Apple Macintosh is a monumentally powerful and evocative company name created by reversing the name of a popular but now almost defunct apple variety, discovered by John McIntosh, and which at one point accounted for 40% of apple sales in Canada. In an almost Dorian Grey-esque way, the sales of McIntosh Red apples have declined, whilst the company that took its name has expanded.

There are rumours that Apple Crab Computers and Delicious Golden Computers were considered, but rejected by Steve Jobs.

One of the most potent symbols of evil and extremism to western eyes, the swastika, began life 12000 years ago, in the East, and takes its name from the Sanskrit word, svastika, meaning good fortune. A symbol of power and civilization to the Romans it was adopted by Nazis as a symbol of Aryan superiority, a mutation of its original meaning, and an association from which it may never recover.

Coats of Arms

Central to the 900-year-old origins of heraldry, coats of arms were used to identify military units, towns, churches and families. Evolutions of traditional designs are still used today by cities, institutions and companies worldwide as the basis for logo designs.
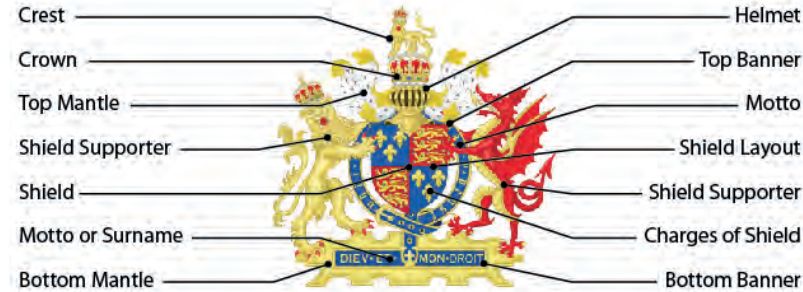
Reproduced with kind permission from Marketing Partners, 176 Battery St., Burlington, VT

The conventions of heraldic designs are mirrored in the way logos are designed. A typical classic coat of arms features several distinct elements, including a crest, field, shield, supporters, design motifs, and motto.

In addition to the motto, some coats of arms included a slogan or battle cry - direct antecendents of straplines.

Modern logo design can be seen to follow a simplified set of conventions based on heraldic traditions.

LEGALS

The act that stops wholesale theft and plagiarism of ideas, designs and images across the arts and creative industries is the Copyright, Designs and Patents Act 1988. This legislation gives the creators of literary, dramatic, musical, artistic works, sound recordings, broadcasts, films and typographical arrangement of published editions, rights to control the manner in which their work is used.

The forerunner of the current legislation is The Statute of Anne which dates back to 1710 – a year in which England was fighting mainly victorious battles in the War of Spanish Succession. It was also the time of John Arbuthnot, a Scottish polymath, scholar and satirist who created John Bull, the plain-speaking, union jack waist-coated drunk and simpleton, who at the time stood for "Brand UK".

An imaginary figure, John Bull soon came to be seen as the personification of England. He was portrayed by cartoonists as a stout man in a tailcoat with breeches and patriotic waistcoat. The John Bull character was that of a drinking man, hard-headed, down-to-earth, averse to intellectualism, fond of dogs, horses, ale, and country sports – much like today's Brexiteers.

Of course, as a piece of civil law, and much like burglary, there is little point calling the police to report that someone has copied your logo. But before taking recourse to a lawyer it is worth bearing in mind that the party with the deepest pockets will win and natural justice is unlikely to prevail. The abject failure by descendants of Leonardo da Vinci to successfully sue Sikorsky over their blatant copy of his original designs for a helicopter, being a classic case in point.

In a nutshell and in the absence of any contract to the contrary the law seems to say that the copyright to creative ideas, concepts, designs and indeed sounds and straplines, remain with the author or creator. In practice, once paid for, a client is free to use the work they have commissioned any way they like. At Bold – Ohver and Co we take the view that as it is the client who has commissioned the work, then it is theirs to use as they wish and that we will, in any case, be the beneficiaries of any new use of our designs.

Rumour has it that some agencies attempt to define limits to the uses for which any given piece of work is permitted, thereby creating an opportunity to charge more for different and additional uses in the future.

Similarly, photographers, having charged their time for a commission, may be reluctant to hand over high-resolution files, preferring to charge for the release of each selected high-resolution file, each time they are requested. Since the advent of digital photography, raw files, are frequently useless until processed and re-touched. Processing and retouching is time consuming, so clients would be wrong to expect a full high-resolution version of every frame taken at a session.

Therefore, it is important to clear up how many fully processed high resolution shots are included in a quotation, before commissioning photography. Equally it is worth checking when entering a new relationship with a design company that they have a relaxed attitude to the use of their work.

Copyright law is more frequently invoked in the area of copy infringement. This is not the place for a full discussion and it is a notoriously difficult area, as ex-Beatle, and ex human being, George Harrison found out when the tune for My Sweet Lord turned out to be less divine intervention and more a case of nicking the melody from the Chiffons.

If a client or agency is accused of copying something, the key legal issues are likely to be whether there is a financial gain being made from "passing off" or if the copying has damaged the commercial interests of the "injured" party. In many cases the only outcome will be a request to cease using the stolen imagery, words or designs.

However, large organisations who have poured millions into a brand and its associated collateral are notoriously thin skinned and litigious. It pays to be meticulous in avoiding the legal teams of these companies, who only speak Latin and will make it clear that Ignorantia Juris Neminem Excusat.

At Bold –Ohver and Co. we are meticulous in avoiding copyright infringement and it would be irresponsible not to remind readers that **Google Images is not a free resource to be plundered at will**.

Two other legal considerations worth covering are those of indicating legal status on web sites, and cookie warnings.

According to HMRC, you must include your company's name on all company documents, publicity and letters.

{ On business letters, order forms and **websites**, you must show:

- the company's registered number

- its registered office address

- where the company is registered (England and Wales, Scotland or Northern Ireland)

- whether the company is limited or not. }

Whilst probably not the single most pressing reason on the minds of Brexiteers, for leaving the EU, the law that governs Cookie Warnings on web sites is an EU one. It is generally regarded as being confusing and out of date. A bit like the EU itself. Here is why.

A cookie is a piece of code that collects data about a visit to a web site. The law requires any site using cookies to alert visitors of its intentions. As a massive generalization, the law is there to prevent sites collecting and using information about you without explaining its intentions, and gaining permission first.

In practice, most commercial sites record data on visitor numbers, pages viewed and time spent on the site as a bare minimum, but not personal details of the individual. Furthermore, many sites use cookies to facilitate a good user experience, for example remembering what items they have recently viewed.

For most people, this enhances the online shopping experience and does not represent an intrusion.

For now, a cookie warning is a must on most sites. And let's be honest, no one reads the detail as they are keen to get on with whatever they came to the site for in the first place.

To draw an analogy with the newspaper age, the proprietor of a newsagent would know what publications you read and therefore your interests. He would know how often you took any given newspaper and therefore your political affiliation. He would be able to accurately guess your age and crucially know where you lived, thereby being able to estimate your income. He would almost surely know your marital status, gender and what car you drive.

Yet,there are no known cases of cookie warnings on newsagent's shops.

WORDS

Writing is the process by which the textual content of all forms of marketing, be it social media, blogging, a brochure or a web site, is originated.

Because advertising as an industry emerged from printing, and in particular newspaper printing, it readily adopted newspaper print jargon. Hence written content was known as copy, and creative writers became known as copywriters. In the digital era, the word copy has lost ground to content and the word text is almost universally restricted to its use in the world of academia and literature.

Once written and most of the creativity and wit has been slowly removed during the exhausting approval process, the content, also known as copy, has to be organized on the page in order for it to be visually appealing and made as easy to read, logically laid out and as accessible as possible. This skill, which involves the choice of typeface, also known as fonts and typestyles, is called typography and unsurprisingly is carried out by a typographer.

Typographers, or more likely these days, a graphic designer practising the art of typography, do not design fonts and typefaces they select from the vast range of typefaces already available. It is type designers who create new fonts – famous practitioners of this art have included Garamond, Bodoni and Goudy.

Fonts are divided into serif fonts, those which have fancy bits called serifs, and sans serif fonts, those without twiddly bits. Serif fonts are the more elaborate in design and sans serifs more minimalistic. Helvetica and Futura are classic sans serif fonts, at least one of which is Swiss in origin and one of which isn't available yet. Times and Goudy are serif fonts, one of which was named after a Spanish architect.

A bit like human beings, fonts come in families, which usually include an italic option and several levels of boldness, known as weights, ranging from very bold, through to very light, thin looking variations. They also come with their own family of matching numbers and punctuation marks. Font sizes are specified in point sizes. Typically, a book or a brochure would use 8 – 10pt in the body copy. Small print would be 6pt.

Typographers create a typographical hierarchy in which the content is divided into:

Headings
<u>Sub headings</u>
        • Bullet points

body copy, body copy body copy body copy body copy body copy body copy body copy body.

"Quotes" and Panels.

> Each element is then allocated a sub category of the font family and so headings will always be consistent, as will sub headings etc.

Invariably designers insist on using a point size so <small>small</small> it is unreadable and equally predictably clients automatically insist on making it $\text{\Large bigger}$.

Typography is the art of laying out written content, writing is the creative process which provides it.

THE INTERNET

To attempt to describe how the internet works in a few short and sarcastic paragraphs is of course tricky. However, it's worth a go. Imagine the internet as a series of digital tunnels along which trains, cars and wagons move, each in the same tunnel but on a track designed for them to go at different speeds. Then imagine that the trains carry traffic along rails to web sites whilst the cars whizz along tarmac carrying emails. Finally imagine that the tunnels are broadband connections and the different tracks are internet protocols designed to do different jobs and you might be on the cusp of a digital epiphany.

Please don't ask what the wagons are up to. Possibly carrying drug money in the form of Bitcoins, along block chains.

To a computer, a web address (a domain name/URL) is actually a set of numbers. So, each time you type in a web address eg. **www.boldohver.com** the first job the internet has to do is find out what set of numbers belong to the web address. This needs to be done pretty quickly because of course you are waiting. There are things called DNS servers whose job it is to perform this task. Once this is done and the browser you are using knows which set of numbers to look for, it can find the web site sitting on the servers of whoever is hosting it, and you get to look at it.

Because all this takes time, the internet has learnt to put the web sites you have visited in a cache on your device, so that the next time you want it, the poor old DNS servers don't have to go and look for it, all over again. This of course means that you may not have the most up to date version in your cache and why you occasionally need to refresh a page – which initiates the process of locating the latest version.

Domain names are governed by various central bodies who ensure that there is proper control over their issue and use. In the UK .co.uk and .org.uk domains are run by Nominet. Think of Nominet as the DVLC of the internet and you get the idea. Domain names are sold through registrars on behalf of Nominet.

There is no bank of names because people create the need for new web addresses all the time. The registrars merely provide the mechanism to register the name and record its existence with Nominet. Ultimately Nominet can rule and enforce disputes over domain names.

It is extremely important to register domain names using a set of permanent contact details which belong to the company concerned, and to make a safe note of log in details. If you allow a third party such as a design company to register the domain in your name they, and not you, will own and control it.

All of which is fine until you fall out and your domain renewal goes astray, your web site goes down, your sales dry up, HMRC put you into liquidation, your wife leaves you, and your children, following the example of their mother, pretend not to recognize you.

Finally, your Harley Davidson is repossessed, complete with its logo, based on 900-year-old heraldic principles.

Just in case you didn't know, a web site is a seething mass of code requiring all manner of trickery to make it accessible to human beings. They are made by developers who sit in dark rooms muttering to themselves and eating Pot Noodle. At Bold-Ohver and Co. we do not allow developers to make contact with our clients.

We often have several web sites in development at the same time and whilst they are being changed hourly by clients who previously agreed every detail, they live quite happily inside our computers. Once they are fully formed and able to walk they are sent to live on servers run by what are called ISPs.

ISPs are Internet Service Providers and they offer many services, one of the most important of which is called hosting. It is to their servers, hosting thousands of web sites, that browsers must navigate, on the advice of DNS servers, to locate and display the site you have requested.

GLOSSARY

Here is a list of words designed to help clients, designers and web developers communicate with each other, in the absence of an account manager.

"A"

ADWORDS

AdWords is what Google calls its pay per click service(PPC). These are the sponsored content (ads) that appear at the top and bottom of search engine results pages (SERPS). The other search results are called organic listings and these appear ranked according to how Googles much discussed algorithm rates them. In theory, the organic listings are free, but this fallacy is discussed under SEO.

The PPC ads have to be paid for, in exactly the same way that in the olden days companies paid for something called Yellow Pages to list ads in a gigantic paper directory, that was delivered to every home and business with a telephone, decimating rain forests as it did so. At one point in living memory Yellow Pages was the nearest thing to Google that existed, imagine that. Then it began to shrink until it ended up as a two sided A5 flyer that everyone threw away.

PPC ads are therefore good for the environment.

Businesses can guarantee a place at the top of Google pages for the search terms of their choice simply by paying for a Google PPC campaign. It really is that simple.

ALGORITHM

Much like metric, algorithm is a word that digital marketers like to say as often as possible. Probably not realising that like paradigm, nobody understands it. The most famous algorithm in the world is the one used by Google to rank web sites against words people type into its search box and then to decide which ones it likes best.

Its favourites are then displayed at the top of Page One. Googles algorithm is a big secret that specialists in search engine optimisation (SEO) spend a lot of time second guessing and which they usually manage to unravel just before Google changes it again.

For reasons that are not clear major Google updates are named after endangered species, such as Panda and Pelican. This is clearly some sort of Silicon Valley in-joke. If Google was based in Huddersfield it would probably amuse itself in much the same way, by announcing the Rhubarb update.

Despite the secrecy and the fact that it consists of over 200 different variables, each with its own weighting, there are a number of key variables that SEO practitioners agree are highly influential and should be part of every web build. These include relevance, download speed, user experience, backlinks and responsiveness for mobile and tablet. So now you know.

AGILE MARKETING

Agile Marketing is a new name for the blindingly obvious. Namely that businesses need to think fast, be prepared to experiment, streamline decision making and listen to their marketing advisors more, in order not to miss opportunities and overthink things, whilst their more fleet-footed competitors get ahead. At least that what it means at Bold-Ohver and Co.

ANALYTICS

Once upon a time, in the black and white period, advertising agencies had no real idea if a campaign was working or not. Although newspaper owners knew how many people bought their papers they were unable to tell whether anyone read, believed or acted on the adverts they contained.

To be honest nobody really cared.

Then one day along came an internet and sat down beside print media. Pretty soon analytics were invented and after someone let the cat out of the bag, clients themselves began to demand access and regular reporting on the value for money they were getting.

This utterly baffling approach from clients, who were more interested in a financial return on their advertising spend, than the nuances of the creative work, caused great consternation amongst old school agencies, who were already reeling from news of Yellow Pages demise.

ARTWORK

Artwork is short for finished artwork and is the term used for a completed, checked and approved file, usually a pdf, which has been prepared for printing or reproduction. Artwork must be set up precisely to the requirements of the print process for which it is destined.

Traditionally finished artists or artworkers were viewed as less creative but more skilled than designers, art directors and creatives. In reality designers get away with all manner of pretentious twaddle whereas if an artworker slips up, his or her mistake is likely to be highly visible, leading clients to consider if the literacy of the guilty agency is in doubt.

ACQUISITION

In marketing, the term acquisition is used to determine the cost of acquiring an enquiry or a sale. In rough terms if a campaign costs £5,000.00 and yields 50 enquiries than they have cost £100.00 each. Great if you are selling expensive watches, not so good if you are selling washing-up liquid.

ATTRIBUTION

Attribution is the process by which analytics point to which bit of a multi-faceted campaign actually provoked an action from a potential customer

"B"

BROWSERS

The job of the browser is to connect you to the world wide web. Early versions were called things like Netscape Navigator and Internet Explorer because the inventors rather quaintly thought it would be nice if the name described what they do. Now that everyone understands the internet fully, they have cool names like Safari and Chrome.

Browsers are not search engines and if you look closely you will see that the browser has an address bar into which you can type the exact web address, if you know it. This has the advantage of speed because you don't have to go through a search engine such as Google. However, browsers also provide a search option, this is because clever though they are, browsers need you or Google to find the address for them.

BUDGET

This is the amount of money a client agrees to spend on a defined piece of marketing activity. A marketing budget is much like any other budget in that despite being agreed in writing no one has the slightest intention of sticking to it. Mission creep is of course the enemy of budgets and in marketing many clients are often surprised to find that things like video production, model fees and celebrity voice overs were not part of the quotation for supplying business cards.

BLOGGING

Blog is short for web log. Blogging covers just about every form of regularly published on line content, and is simultaneously a term that covers both on line PR and on-line journalism. There is a dividing line, but no one knows where to put it. Many web sites are set up purely as a means for the site owner to foist their views upon us all. The best bloggers now have loyal followings and readerships of millions. Good for them

BOUNCE RATE

This is a measurement of what percentage of visitors to a web site leave after only viewing one page. A high bounce rate is higher than a low bounce rate and vice versa. A high bounce rate is almost always bad, unless for some reason it's a good thing. A low bounce rate is a much better thing to have in your life.

BLOCK CHAIN

Virtually nothing to do with marketing yet, a block chain is a secure encrypted decentralized network. They underpin things called distributed ledgers. They are a new thing that threatens the supremacy of traditional fiat currencies. Possibly in a good way, possibly not. You can't have a crypto currency without a block chain that's for sure. Ask Bitcoin.

"C"

COOKIES

Biscuits. See page 11

CONTENT

Another word for copy

COPY

Another word for content.

CMS

Content Management System. A log in protected "back end" of a web site that allows anyone with access to update the content of a web site. What a client uses to add low resolution photography and plagiarised text to their web site, when their design company aren't looking

CTA

Call to Action. Things like Call us now for a quote. Call us on 01489 999666 or visit www.calltoaction.com. Designers don't like them. Clients like them big and bold.

"D"

DISRUPTIVE

Storms are disruptive, naughty children are disruptive and now so are brilliant ideas. In fact, if you can't bring something disruptive to the table, probably best to stay away. Disruptive business models challenge and make traditional ways of doing things look clunky and obsolete.

Electric blankets disrupted the hot water bottle business model big time. It happened overnight.

Many of the most disruptive ideas are happening in FinTech. Most radical of all is the rise of crypto currencies which threaten to disrupt the previously unshakable monopoly of money as a means of paying for things. If that idea messes with your head, then join the club.

Or buy Bitcoin, which ironically, some people see as a form of monopoly money.

DATABASE

You know you want one.

DIFFERENTIATION

Differentiation is an old school marketing term that has somehow managed to hang on to its original meaning. Differentiation is the basis upon which the consumers of two identical products can be persuaded that tangible differences exist, upon which they can base decisions about which to consume and where to bestow brand loyalty.
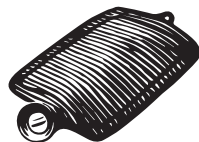
"E"

E-MARKETING

Unsolicited emails.

"F"

FACEBOOK

One of the best value and highly targeted forms of on line advertising. Marketers need to see past the illiterate, inane and narcissistic posts of their friends.

"G"

GOOGLE

Also known as Alphabet, the West's favourite search engine. Not so popular in China where Baidu, with about 70% market share, is followed by Qihoo and Sogou.

This is what a search for Rice Noodles on Baidu comes up with

英语翻译in yunnan,many people eat rice noodles for ...

3个回答 – 提问时间：2014年12月04日
最佳答案：在云南, 很多人早餐吃米粉, 有的甚至午餐和晚餐也吃米粉。为了制作这特殊的食物, 你需要有米粉, 鸡汤, 鸡, 生菜和鸡蛋。(当然, 你还可以用其他东西像鱼和不同. . .

"H"

HTML

Hyper text mark-up language.

HTTP

Hypertext transfer protocol.

"I"

INBOUND MARKETING

Inbound marketing, content marketing, un-marketing and permission marketing are closely related elements of a new approach to marketing.

All confront the illogicality of using techniques to sell your own brand, which you hate when you encounter them yourself. Verging on being a cult, complete with visionaries and disciples, followers of this doctrine believe passionately in the power of good content and positive vibes to create brand engagement and loyalty.

It's worth a try if you can't afford a TV campaign.

INTERNET OF THINGS (IOT)

The IOT is made up of devices, appliances and sensors that speak to each other behind your back. Possibly with your best interests at heart.

As opposed to the internet of the internet which is composed of emails web sites and pornography.

"J"

JAVASCRIPT

Makes web sites groovy in the hands of expert developers.

"K"

KEY WORDS

The words that get search engines all worked up and allow them to match a web site they have indexed, to a search term placed in their search box. The cornerstone of SEO too.

"L"

LINKED IN

Great for recruitment. Low on laughs. A bit like recruitment agencies.

LOYALTY

Easy to get from a Labrador, much more difficult to get from consumers.

"M"

MILLENNIALS

Humans born between 1983 and 2000. Very different to non-millennials in the way they consume news and sandwiches.

"N"

NEAR FIELD COMMUNICATIONS

Three words that describe the protocol that allows two devices to communicate as long as they are no more than 4cm apart. Very similar to early mobile phones.

NEWSPAPERS

RIP.

"O"

OPTIMISATION

Talk of optimisation tends to get clients backs up quite a lot, especially if there is a cost attached. Optimisation is a bit like extended guarantees, maintenance contracts and warranties – one is bound to ask why a warranty is needed if the thing has been made properly.

Never the less there are several stages of optimisation needed to ensure that web sites are reasonably future proof, display properly and crucially that they can be found by search engines. For these reasons, once a client has returned from holiday and approved their new web site, it needs to be optimised before going live.

There is optimisation for devices, which ensures a site displays on all popular tablets and phones, optimisation for browsers, to check it displays on all common, or indeed aristocratic browsers, and most importantly of all SEO, search engine optimisation to make sure Google wants to show your site to people.

Building a web site without good SEO optimisation is like building a car without wheels. It is a car, but it's useless. Be in no doubt, Google will never find your web site if significant effort is not put into SEO.

As a client, whatever you believe current SEO best practice to be – you are wrong.

"P"

PRIVACY

Social media and the mass collection of data on our every digital move has really redefined privacy, in the post media age. Consideration of privacy in the context of the digital age throws up a bizarre dichotomy in which one section of society insist on sharing the details of their latest holiday with the world, whilst the other half fret pointlessly over being spied on by their fridge.

"Q"

QR CODES

No thanks

"R"

RESPONSIVE

Web sites that know how to behave when displayed on a tablet and mobile phone are called responsive.

If your web site is not responsive, Google will smack your bottom.

"S"

SEGMENTATION

Creating sub sets of your offer to match imaginary sub sets of the consuming public in order to satisfy needs they didn't know they had. Range Rover Evoque Convertible anybody?

"T"

TWITTER

The only news stream you will ever need.

"U"

USP

Unique selling proposition. How you articulate that which differentiates your product in any given segment from the others who are trying to do the same thing, with the same tools, at the same time.

"V"

VIRAL

A good thing if it's a good thing about your company that spreads quickly across the internet by means of social media. A terrible thing if it's a terrible thing that spreads quickly across the internet by means of social media.

VALUES

Words that you say when fantasising about the virtues of your brand.

VIRTUAL REALITY

Those funny headsets.

"X"

XML SITE MAP

An important part of SEO that Google laps up, like a cat drinking cream.

GENERATION X

The generation that followed the Baby Boomers. Born 1966-1976. They have a distinct set of characteristics of interest to marketers, including a history of substance abuse whilst at Uni.

"Y"

GENERATION Y

Born: 1977-1994 Current Population: 71 million

Of great interest here, as this group is sophisticated, technology savvy and immune to most traditional marketing.

The complete opposite of most of the marketers tasked with reaching them.

YOUTUBE

Part of the future of TV, along with Netflix, Amazon and TV.

"Z"

ZEITGEIST

A word that encapsulates so much that marketing is about – yet so rarely heard in that context.

Lest you be in doubt Zeitgeist is the the taste, outlook, and spirit characteristic of a period or generation.