

Media Creep

Simon Uwins nails it, right on the cover of this issue of *The Hub*. In the mad rush to turn every digital dot in America into an advertising message, we forgot about the most important thing.

The most important thing is, *what's the point?* If we're not helping people live better lives, we are not helping ourselves. If all we are doing is interrupting people who don't have time for interruptions, we can't expect their attention. If all we are doing is

annoying people who have zero tolerance for annoyance, we can't earn their trust.

If all we are doing is pelting people with endlessly irrelevant messages, we can't claim their

loyalty. And if we can't claim their loyalty, we don't have a prayer of a positive return-on-investment.

We can run whatever media-mix model we like, but all we're likely to achieve is a marginal improvement on what is otherwise an unmistakable downward spiral of frustration and, ultimately, failure.

We can hope that Tesco will set a fine example when it starts opening its Fresh & Easy Neighborhood Market stores later this year. Based on what Simon says in our cover story interview (*see page 20*), we can anticipate a brand experience that is free of irrelevant ad messages and chock full of satisfied needs.

If Tesco actually walks that talk, it might roll over Wal-Mart, Whole Foods — maybe even Trader Joe's — in record time. It will do so by doing what good marketers have always done — *listening* more than talking, and *delivering* more than advertising.

The medium is no longer the message. It is the promise. Can we keep it?



Tim Manners, Editor-in-Chief

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Fresh as Tesco

"The outside of the store itself is like a brand statement," says Fresh & Easy CMO Simon Uwins. "The same is true inside the stores." An exclusive Q&A interview by Tim Manners.

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Editor-in-Chief
Tim Manners

Senior Editors
Peter F. Eder
Jane Harris

Associate Publisher
Joseph McMahon

Art Director
Julie Manners

Design Concept
Alexander Isley Inc.

Illustrator
John S. Dykes

Circulation Director
Debbie Brenneis

Brain Trust
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Friends
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Management Ventures, Inc.
Mars Advertising
MineTech
TiVo
U.S. Postal Service
Yahoo!

The Hub
 David X. Manners Co.
 107 Post Road East
 Westport CT 06880
 203-227-7060 ext. 227
 hub@hubmagazine.com

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■ Advertising: For more information on *The Hub's* sponsorship and advertising opportunities, please contact Joseph McMahon (joseph@hubmagazine.com) or 845-238-3516.