

Little Better Yellow Different In Gumbo America

As advertising struggles in its latest crisis, David Lubars, BBDO's new creative director, has a new, improved 99⁴⁴/₁₀₀ percent pure strategy for saving it.

BY MARK GIMEIN

*"This is America!
This is America!
Those people we showed,
It's a gumbo America!"*

The new creative director of the most prestigious big advertising agency in America is yelling into the telephone, making a case for one of his ads. No, not yelling. Keening is more like it, like a Beat poet who has somehow been trapped for years in button-downs and khakis, pretending to be an executive, and has suddenly been released. He didn't plan this. He had called planning to talk about new media and old media and how half of America will have broadband by 2006 ("That's a fact, not some futuristic bullshit") and how the ad agencies that didn't get it risked "getting flushed down the twentieth-century toilet."