



FROM MY SIDE OF THE FENCE ...

A Personal Opinion Platform

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WHEN ADVERTISERS PRESENT THEIR CUSTOMERS AS DANCING, PRANCING IDIOTS

It begs the question as to why the current rash of television commercials present consumers as convulsing, cavorting creatures of overwhelming joy

Is it just me, or do I detect an absolute failure on the part of today's advertisers, and their creative brain trusts, to actually present their product or service as based solely on clearly itemized features and benefits, competitive reasons for subscribing or buying, and resultant consumer satisfaction in becoming a customer?

To the contrary, what I'm confronted with is proof positive that the ad industry - writ large - is suffering from drinking too much of the creative-brain-drain Kool-Aid and, instead, of resorting to a collective think tank of just presenting customers' supposed euphoria in place of an informational presentation.

The result: a never-ending parade of commercials depicting everyday, ordinary folk suddenly bursting forth in song and dance in celebration: a spontaneous eruption of heart-felt glee showing everything from a lady prancing around a kitchen and singing into wooden spoon about the joys of a pharmaceutical product, to an entire family of telecommunication subscribers, shown in a public square, suddenly deciding to "bust a move" with mom, dad, teenage kids ... and even good ole Grandma ... displaying their "with it" dance prowess.

In these, and in many other similar commercial advertising affronts, none of these focus on the actualities of the advertiser's product or service, but rather try to seduce the viewer into identifying with, and experiencing, a "great joy" in simply becoming a customer.

For anyone who deals with any business whose advertising chooses to simply profile its customer (you) as such a mindless, dancing, prancing idiot, you may wish to express your dismay at being presented as such.

I know I would!

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Penned By:



David A. Price