



“IT’S NO LONGER ABOUT FINDING THE BIG IDEA BUT THE
LONG IDEA.”

JOHN HEGARTY – BBH

**THE ONE QUESTION:
IS THE IDEA BIG ENOUGH
TO WORK LONG TERM?**

A LONG IDEA IS A BRAND IDEA THAT PEOPLE
DON'T STOP BELIEVING IN

JON HEIN HAS CALLED THE MOMENT WHEN A
BIG IDEA BEGINS TO DECLINE IN QUALITY
BEYOND RECOVERY: 'JUMPING THE SHARK'



TV

**JUMPING THE SHARK
MEANS LOSING CREDIBILITY**

**LOSING CREDIBILITY
HAS NO IMMEDIATE IMPACT**

TOP 6 TV 'JUMP THE SHARK' MOMENTS

1. DALLAS – When long presumed dead Bobby Ewing is taking a shower
2. DYNASTY – when armed terrorists interrupted a large family wedding
3. ROSEANNE – When Roseanne won the lottery
4. HAPPY DAYS – When Fonzie jumped the shark
5. INDIANA JONES AND THE CRYSTAL SKULL – When Harrison Ford survived an atomic blast, whilst hiding in a fridge.
6. ESCAPE FROM L.A. – When Snake Plissken was surfing a wave across L.A.



NOT ONLY HOLLYWOOD IS
JUMPING THE SHARK.

THE SAME PHENOMENON
ALSO OCCURS IN ADVERTISING.



video





THERE IS NO HANDBOOK THAT CAN TELL YOU
WHEN YOU'RE ABOUT TO
JUMP THE SHARK

**BRAND EXPERIENCES ONCE WERE MEANT TO
CREATE BRAND AWARENESS.**

**NOW THEY KEEP THE BRAND MESSAGE
RELEVANT AND CREDIBLE.**



video







“If the argument doesn’t fit the point, change the point, not the arguments.”

John Hegarty, *Hegarty on Advertising: Turning Intelligence into Magic*

