

Change or wither, ad maven says

By David Holthaus

dholthaus@enquirer.com

Half Chinese, born in the U.K., raised in Borneo, educated in Oxford, with a career in London and New York, Cindy Gallop had a few things to say to Cincinnati Tuesday.

Gallop, a New York-based marketing consultant and entrepreneur, was keynote speaker at the Digital Non-Conference that kicked off Downtown. The two-day conference, the fourth annual, will bring about 300 marketing, advertising and design professionals to the city, part of an effort to raise Cincinnati's profile as a center of marketing expertise.

Her message was simple, yet urgent: Change now or die.

Gallop is a self-made advertising professional who rose to the top as the U.S. chair of Bartle Bogle Hegarty, a London-based agency that claims Unilever, Levis and Johnnie Walker among its clients. She's on her own



The Enquirer/Amanda Davidson

Do good works but don't forget about making money, Cindy Gallop instructs.

now, traveling the world delivering the message that the traditional advertising industry is in danger of becoming irrelevant.

She had a few suggestions, delivered at a fast clip with a British accent.

"It's not advice," she said. "It's directives. Do them or you will die. And I'm not joking."

The industry, she said, must move from making good advertising to making advertising good. One of Gallop's post-advertising ventures is IfWeRan-