



## Brand Clutter, Message Overload: Stop Selling - Add Value

Do you ever feel you are being stalked by pop-up ads or bombarded by advertising messages? Maybe you've glanced at a product on a website and it (or others like it) follow you for days. Maybe you're just tired of seeing advertising messages on every square inch of "white space". Yes, we've even gotten to the point where there is a market for "[tattoo advertising](#)" (people getting paid to have their visible skin serve as billboards for brands).

In any case, most consumers are fed-up! Writing in *The Rime of the Ancient Mariner*, Samuel Taylor Coleridge noted, "Water, water, everywhere, nor any drop to drink". When it comes to advertising that verse today might read, "advertising everywhere that we no longer wish to see."

According to a recent article in [Ad Age](#), "U.S. internet users running ad blockers will grow this year to 69.8 million, or 26.3% of web users in the U.S...In 2017, ad-blocking web surfers in the U.S. will total 86.6 million, or 32%."

With so many people blocking Internet ads and/or using DVR's to skip television commercials, how can a business reach its prospects? In two words - add value.

Customers (both B2B and B2C) want information, education, and product samples. They want content that makes them better and then (and often only then) will they seriously consider you. The days of shouting, pouncing, and incessantly annoying your way to marketshare are long gone. The new normal requires us to consciously educate and make lives more enriched if we want people to so enter a purchasing relationship with us!

## Timeless Wisdom

*"Try not to become a man of success, but rather try to become a man of value."*

- Albert Einstein

Watch



What is your legacy?

From the Blog:

## Innovation at Its Best



### **The Need:**

**750 million in Africa/Asia struggle to  
access water daily**

Don't Invent - Innovate: The Art of Resolving Human Need

For me...

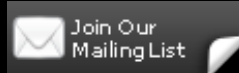
**Invention is the creation of something new  
and  
Innovation is creating a new solution that addresses a human need**

If I were so inclined, I could go into my garage cobble together some random materials and produce a "one of a kind" object. I could call it Joseph's garage invention. While I might amuse myself in the process, the invention would be nothing more than an expression of my creative process.

Innovation, by contrast, requires an effort to solve a problem.

As a customer experience consultant, I am often tasked with helping businesses identify the high-value human needs for which people, process, or technology innovations can be crafted. [Read More](#)

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