

Ogilvey London hijacked?

The viral advertising agency ASABAILEY has placed a well-aimed left hook on the chin of O&M, by scooping up www.ogilvmather.co.uk for £4.95. The question is, is this underhanded, or a cheap attack from the viral team, or are O&M and other Ad Goliaths, fair game for a stunt such as this?

What was the team trying to prove? If it was to make big established ad agencies look outdated - it worked. However you look at it, it's a blow nonetheless to a massive advertising establishment that by its nature, and as the ad states, should know how to protect its brand. As it's been proven before, it can only take a couple of shareholders to spot incompetence, to call into question a company's position. After all, this one does proclaim to manage its clients brands throughout 360 degrees. But this unfortunately does not seem to apply here. What was the digital department doing, too many Canary Warf shopping trips no doubt - but the hard question is, does no one care enough to check these things?

These questions are quite fundamental; as this really is a simple hole, that could cost the agency a great deal of credibility, and it could have been avoided for the cost of a tall Latté. This stunt could certainly look like a simple underdog's jibe at the cost of a big company, but at its heart is the serious debate about the way the big and in this case, made to look old agencies are looking after clients' modern brands. The lesson is simple and clear, check your own URL and protect your brand on and offline - for the cost of a couple of domain names you could save your business a whole load of trouble.

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