



STAY FOOLISH MY FRIENDS

This was the week *“The Most Interesting Man In The World”* got fired.

Jonathan Goldsmith, who has played *“The Most Interesting Man In The World”* for Dos Equis beer for over 10 years in what is probably the most popular ad campaign of the 21st century thus far, made the terrible mistake of being old. He got fired for his trouble.

This is just the latest chapter in the demographic cleansing of the marketing and advertising industries.

Despite the fact that people over 50 are responsible for over half of consumer spending, they are the target for 10% of marketing activity.

Despite the fact that they are 42% of the adult population, they are less than 6% of the ad industry population.

Despite the fact that they buy about 60% of new cars, they never appear in car commercials.

Marketers hate old people.

The mantra of every marketing flat-tire on the planet is the same:

“We need to get younger. We need to get more digital.”

It doesn't matter what the problem is, the answer is always the same:

“We need to get younger. We need to get more digital.”

Want a high paying job in marketing? Repeat after me:

“We need to get younger. We need to get more digital.”

According to the marketing geniuses at Heineken USA (who own Dos Equis) the reason for firing Goldsmith is to “contemporize” the campaign. “Contemporize” is marketing code for demographic cleansing.

There is a certain type of empty suit who cannot keep his greasy hands off a terrific ad campaign. He has an irresistible compulsion to improve it to death.

I used to tell some clients, “You are allowed to accept this campaign or reject it. But you're not allowed to improve it.”

The Last Spot

[Here](#) is the not-so-great spot in which they conclude the campaign. The future for Dos Equis? I have to admit I am hoping for an enormous, embarrassing failure.



[Visit our website](#)

[Read the blog](#)

TYPE | A TYPE A GROUP
www.typeagroup.com
bob@typeagroup.com

You can find links to all our previous newsletters [here](#)

Type A Group | 6011 Acacia Av, Oakland, CA 94618

[Unsubscribe](#)

[Update Profile](#) | [About our service provider](#)

Sent by bob@typeagroup.com in collaboration with

Constant Contact 

Try it free today