

Marketers, get ready for a jolt from consultant

The 2011 Digital Non-Conference, a gathering of the marketing and advertising business, will feature its most provocative keynote when it holds its fourth gathering in September.

Cindy Gallop is a New York-based brand consultant for whom “thinking outside the box” is, well, stale.

The 51-year-old set the 2009 TED ideas conference buzzing when she launched her MakeLoveNotPorn.com website with a presentation that began, “I date younger men; predominantly men in their



David Holthaus

20s.” Some of them, she says, see hard-core porn as their guide to love-making, so she started a website to try to fix that.

To potential clients she says, “I only work with you if you want to find a way to blow your entire category apart.”

Her latest project, IfWeRantheWorld.com, aims to spark social action one person at a time and make money in the process.

She’s certain to create the kind of buzz this fledgling conference is looking for as it tries to position Cincinnati as a hub of digital marketing.

The event sprang from the Ad Club of Cincinnati in 2008, a centerpiece of an effort to position Cincinnati as a center of digital media. It’s called a “non-conference” because organizers want to break out of the conference mold, holding some of the sessions in local watering holes and encouraging informal dialogues.

In its first year, it generated national buzz when a P&G ex-

ec dissed social media giant Facebook as a forum for advertising.

Which brings us back to Cindy Gallop.

Her resume is impressive enough – Oxford-educated, she started the U.S. office of Bartle Bogle Hegarty in 1998 and soon was named the U.S. chair. But it’s her style and candor which should be most refreshing to the Cincinnati audience.

Her topic, “The Future of Advertising,” sounds mundane. But she’s certain to be thought-provoking.

“We have an industry that’s built around an old world order business model,” she said in an interview from her New York office.

“I’m all about inventing the future,” she said. “We need to decide what we want the future to be and make it happen.”

Gallop invented herself, talking herself into a job with BBH with little experience in advertising and a background in theater publicity. She rose to the top and then moved on in 2006, starting Cindy Gallop LLC and spreading her gospel

of brand reinvention and entrepreneurship.

“I operate at the intersection of creativity and technology,” she says.

We’ll get a chance to spend some time at the intersection in September. The 2011 Digital Non-Conference is Sept. 13 and 14. Its headquarters will be the Cincinnati Hilton Netherland Plaza downtown.

For more information or to register, you can go to www.digitalcincinnati.org.

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