

Copy Cats Know No Limits

Stifled creativity in the advertising industry - what's with the copycats?

It seems the financial services industry is flooded by copycat adverts appearing mainly in print media. One well-known investment company ran a rowing sport advert - where the oars move in synchronic fashion - a sport favoured by British and American athletes known as regata in some parts of the sporting world. This company also ran an orchestra advert, which illustrates its core business. Two other companies, major players within the financial services, have run similar adverts. Is it a case of lack of talent? Making a quick buck?

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