

MAD MEN

"Technology is a glittering lure"

Playing Age: 35+
Drama

DON

Well, technology is a glittering lure. But, uh, there is the rare occasion when the public can be engaged on a level beyond flash, if they have a sentimental bond with the product.

My first job, I was in-house at a fur company, with this old-pro copywriter, a Greek named Teddy. Teddy told me the most important idea in advertising is new. Creates an itch. You simply put your product in there as a kind of calamine lotion. But he also talked about a deeper bond with the product. Nostalgia. It's delicate, but potent. Sweetheart.

Teddy told me that in Greek, "nostalgia" literally means "the pain from an old wound". It's a twinge in your heart far more powerful than memory alone. This device isn't a spaceship, it's a time machine.

It goes backwards, forwards, takes us to a place where we ache to go again. It's not called the wheel. It's called the carousel. It lets us travel the way a child travels. Round and around, and back home again, to a place where we know we are loved.