



LESSING FLYNN

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World's Oldest Ad Man Comes Out of Retirement to Blog ... Joins Twitter ... Contemplates Facebook

Paul Lessing, one of the true grandfathers of advertising and founder of Des Moines, Iowa based Lessing-Flynn, one of the oldest advertising agencies in the United States, is finding his early 100-year old insights on advertising and marketing being revived.



According to his Twitter profile, Paul B. Lessing claims to be the Inventor of Advertising. While a birth certificate was not available, Des Moines business archives confirm that Lessing was around 26 years old when he founded Lessing-Flynn in 1907, making him almost 130 years old today.

The agency has decided to bring back their founder by incorporating Lessing's advertising stories and mantras into Lessing-Flynn's award winning blog AdMavericks.com. To keep the authenticity of Lessing's voice, the agency plans to use content from The Melting Pot, a monthly 24-page newsletter that Lessing published between 1911 and 1914.

"While Paul no longer offices in the hallowed halls of Lessing-Flynn, we've convinced him to 'freelance' from afar as a guest blogger and tweeter." Said, Tom Flynn III, Lessing-Flynn's president. "His insights on marketing and advertising are timeless ... just ask him."

"The Melting Pot was really a precursor to the modern day blog," Flynn said, "Long before the invention of offset printing, radio, television and the internet, Lessing pioneered the 'storyteller' approach to marketing."

According to Flynn, this "storyteller" approach is still alive and well at the agency 102 years later.

"The tools used to spread brand stories have obviously changed and evolved over the last 100 years. But our basic approach to marketing our clients' brands hasn't," Flynn said. "It really comes down to telling a story that makes you different from everyone else. That's what we do."

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About Lessing-Flynn

Founded in 1907, Lessing-Flynn is one of the oldest advertising agencies in the U.S. Lessing-Flynn's current marketing communications efforts can be seen in a broad base of industries, including manufacturing, agriculture, financial, healthcare and construction. More information about Lessing-Flynn can be found on the company's website at www.lessingflynn.com or via e-mail at info@lessingflynn.com.

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