

Jay Chiat

Quotes

*Advertising, Thinking, Technology, People, Mean, Agency, Economy, Losing,
Real, Clients, Reading, Book, Office, Opportunity, Television, Shopping,
Saturday, Kind, Frank, Kids*

Eighty percent of what everyone's talking about never happens. I don't mean in terms of product development that's happening right now, I'm talking about the far-flung visions of the future.

~Jay Chiat

Taking risks gives me energy.

~Jay Chiat

If you really think about it, when watching television, you have product placement all the time.

~Jay Chiat

The intellectual architecture means focusing on doing great work instead of focusing on agency politics.

~Jay Chiat

Sometimes the most important job advertising can do, is to clarify the obvious.

~Jay Chiat

Our technology is very scalable. Our software can accommodate enormous numbers of clients. It's a marvelous opportunity. We'll keep developing products.

~Jay Chiat

But I think technology advertising will have to stop addressing how products are made and concentrate more on what a product will do for the consumer.

~Jay Chiat

If you can't be bothered to work on Saturday, don't bother to come in on Sunday.

~Jay Chiat

We don't have titles on our business cards. No one really gets any special treatment. No one gets a corner office to put pictures of their family and their dog in.

~Jay Chiat

I can't say the advertising model is obsolete yet but it doesn't make a lot of sense in the long range.

~Jay Chiat

Outside of advertising, the person who's influenced me most is quite possibly Frank Gehry.

~Jay Chiat

Charlie Rose is the ultimate ad.

~Jay Chiat

The team architecture means setting up an organization that helps people produce that great work in teams.

~Jay Chiat

First, this isn't about telecommuting, because we still have offices that people will come to regularly when they need to brainstorm together, meet with clients, or do research in the library.

~Jay Chiat

Research we've done seems to indicate that people who are on the Net like the idea that they don't have to leave what they are reading to go buy something.

~Jay Chiat

One is that that's the way we started and we thought there would be more value and less confusion if the business model was just based on delivering news that's of value to Web sites.

~Jay Chiat

In the '20s they were telling us wed all have our own private plane and take vacations to the moon.

~Jay Chiat

Fire has impacted every part of our lives - without fire, there would be no shopping, right? - that's how the Internet will intrude on our lives, particularly our kids' lives.

~Jay Chiat

You start losing a client the moment you get it.

~Jay Chiat

It's hard to build a brand, competitively, and tell people what you do as well.

~Jay Chiat

How big can we get before we get bad?

~Jay Chiat

I'm uncomfortable when I'm comfortable ... I can't help it, it's my personality.

~Jay Chiat

Advertising ought to work by telling you what it is you want to tell, you should understand what you want us to do, what you want us to think, where you want us to shop.

~Jay Chiat

It's very fascinating, it's very addictive, and it's incredibly challenging. You're never satisfied. It's kind of like advertising. You're never satisfied

~Jay Chiat

Technology is the fashion of the '90s. It affects everyone, and everyone

is interested in it - either from fear of being left behind or because they have a real need to use technology.

~Jay Chiat

Transferring successfully to the next generation means producing work that's as good as or better than the work of the first generation that founded the agency.

~Jay Chiat

My real talent was for losing clients.

~Jay Chiat

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