



“Here's to the crazy ones. **The misfits. The rebels. The troublemakers.** The round pegs in the square holes. The ones who see things differently. They're **not fond of rules.** And they have **no respect for the status quo.** You can quote them, disagree with them, glorify or vilify them. **About the only thing you can't do is ignore them. Because they change things.** They push the human race forward. And while some may see them as the **crazy ones,** we see **genius.** Because the people who are crazy enough to think they can change the world, are the ones who do.”



Apple's "Think Different" ad campaign was resurrected as a somber requiem to Steve Jobs following his death. Walter Isaacson wrote about the evolution of the media blitz in his authorized biography *Steve Jobs*, attributing much of the celebrated Crazy Ones script to Jobs himself. However, that's not the truth according to **Rob Siltanen's** account in *Forbes*: "I was the creative director and managing partner at TBWA/Chiat/Day working on the Apple pitch alongside CEO and Chief Creative Officer Lee Clow. Together, Lee and I headed up and actively participated in all of the work done for the pitch." As he was apt to do, **Steve Jobs initially called the Crazy Ones script "shit,"** according to Siltanen. He goes on to say that Jobs was "blatantly harsh on the commercial" and "far from the mastermind" of the piece that would introduce the hallowed "Think Different" ad campaign to the world and help orchestrate one of the most incredible corporate — and personal — comebacks in history.

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