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## Pollster Luntz Steps Down as CEO of Namesake Agency

**After Long Election Slog, Wants to Focus on Creative, Strategic Aspects of Communications**

By Michael Bush

Published: November 14, 2008

NEW YORK (AdAge.com) -- Frank Luntz, the pollster you probably saw bouncing around on Fox News during the presidential debates, is stepping down as CEO of Omnicom Group-owned Luntz, Maslansky Strategic Research and will be replaced by Michael Maslansky, currently the firm's president for the past five years.



Mr. Luntz told Ad Age that while the election season and his appearances on Fox almost every night have run him ragged -- he claims to have been on the road for more than 300 days this year and to have logged more than 300,000 miles in air travel -- they also provided the opportunity he needed to focus his professional life in a new direction, specifically communications.

"All of the people I wanted to pitch in the corporate world were seeing my analysis in the political world," he said. "And that has opened so many corporate avenues that would have otherwise been closed."

Mr. Luntz, who will now be chairman emeritus of the firm, said his goal is to get away from the research side of things and focus more on the creative aspect of communications.

"I want to take communications to a new level," Mr. Luntz said. "I'm getting engaged now in long-term strategic planning rather than short-term customer satisfaction. I'm getting much more involved in helping companies look out over the next 10 years rather than the next 10 days, and it's being done at the highest levels of the corporation, which I enjoy. It gives me the most opportunity to impact every aspect of strategy and communications. I'm trying to wrap the science of politics, the science of marketing and the science of human behavior into a single overarching idea."

### **Praise for Obama campaign**

Asked about his thoughts on the outcome of the election and the communications job Team Obama did, Mr. Luntz only had the highest of praise, saying it was the best political communications team ever and proved that good communications is the best form of politics.

"We have never seen anything like it and we probably never will again," he said. "From a messaging perspective it was perfect. They took rapid response to a level that will never be surpassed. If they got something wrong at noon they fixed it by 1. If there was a competitive ad up at 5 p.m. they had a response by 7 a.m. Obama never should have been president, based on his background and Hillary Clinton's advantage, but he proved that a well-constructed and articulated message could defeat a seemingly undefeatable political advantage."