

## Why are 2000s Ads are nostalgic? What's missing in today's ads?

**HOOK:** Now in 2025, for the ad makers, the goal is not just to sell the product, **but to grab your attention first.**

**90s and 2000s** ads are so nostalgic that it makes us pause while scrolling the reels, but we ignore the ad that we use on a daily basis. Why?

One of the primary reasons is storytelling.

All the ads in the 90s had this classic story structure of starting point and **drama** and an ending point with an integration of their product.

It used to be more relatable, which also brings a cultural connection, and the most important element is the **fun factor**.

It used to come from a funny **song or a gag**.

This helped in developing the art of blending the product that they wanted to market, smoothly into the situation that they have designed.

But why are *they missing in today's ads?*

It's because of us!

Ads in the 90s used to have a time slot of 45 seconds, enough to create a story.

But from the past 10 years, our attention span has decreased from 30 seconds to 10 seconds, so there is no other choice for ad makers than to reduce the drama, which has actually created the emotional connect.

Now in 2025, for the ad makers, the goal is not just to sell the product, but to grab your **attention first**.

Yet they are delivering some amazing ads like this, this, this (*Visuals displayed*)

They are entertaining enough in the little time that they get.

**Closure:** But the problem is, we have enough entertainment options today just to avoid them.