



[Geico Ad Campaign to Become ABC Sitcom Pilot](#)



If you like the Geico Caveman, you may be seeing a lot more of him in the not to distant future. And no, not because he'll keep popping up in commercials but because he'll [be the star](#) of a new ABC sitcom. That's right. Apparently someone over at ABC likes the caveman so much, they want three of them to humorously battle prejudice while living in Atlanta.

Joe Lawson, the Martin Agency copywriter behind the Geico campaign is on-board as a writer at least for the pilot which will even feature a Geico spokesman. Now that's some serious brand integration.

Product placement is for losers. Getting your ad campaign turned into a TV show is the new new thing. Just think. Now, we can expect TV shows about a fast food worker who dreams he's a rapper married to a bald pop star. Or two closeted gays who go under cover as manly auto mechanics to hide their love for each other from their uptight, Southern Baptist families. Or even an emotional drama about the father of a family of robots who has just lost his job, contemplates suicide and fights to put his life back together for himself and his family. The possibilities are endless. Start submitting your campaigns to the nets right away! They're in a buying mood.