Brainpool, Martina Says

MARTINA: There's a lack of spice in every Art Director's life The Suntanned Ghost is lying face down on the floor There's a lack of spice in every Copywriter's life There'll be no waiting around for the Man anymore

Now He's gone and what's the meaning? I can't see why He had to sacrifice his life It is yourself that you're deceiving I shouldn't have to tell you so