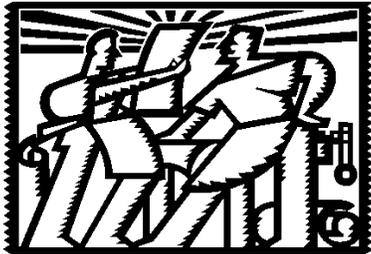


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advertising ■ marketing ■ public relations

# Ads That Work

## Cut Through Clutter: *And Still Look Great*



**Countdown  
To Indy '98**  
~~84, 83, 82, 81, 80~~

DECEMBER, 1997

**It Was No Accident!**  
*Positioning bonus came from close work with media rep, creating appearance of a spread.*  
*Result? Readers were automatically drawn into ad, resulting in high response rate that generated hundreds of qualified leads.*

**Looks Easy, Works Hard**  
*Long copy format scored very high on reader recall, while delivering technical info in an entertaining, engaging manner.*

*Need to discuss marketing, advertising or promotion for your firm, service or product?*  
*Call John Siebenthaler at (813)397-5087, or e-mail to [siebenthaler@compuserve.com](mailto:siebenthaler@compuserve.com).*

*(French, Italian, German translation available.)*

(ST. PETERSBURG, FL) What is it about a good looking ad that reaches out, grabs our attention, holds it while the message is delivered, and then lingers awhile to cement the bond between reader and product? Reasons differ - here are two popular explanations.

### Fun Reading? Or Required?

The first is educational. I need a rebuild, which means a list of qualified parts sources. The second is entertainment.

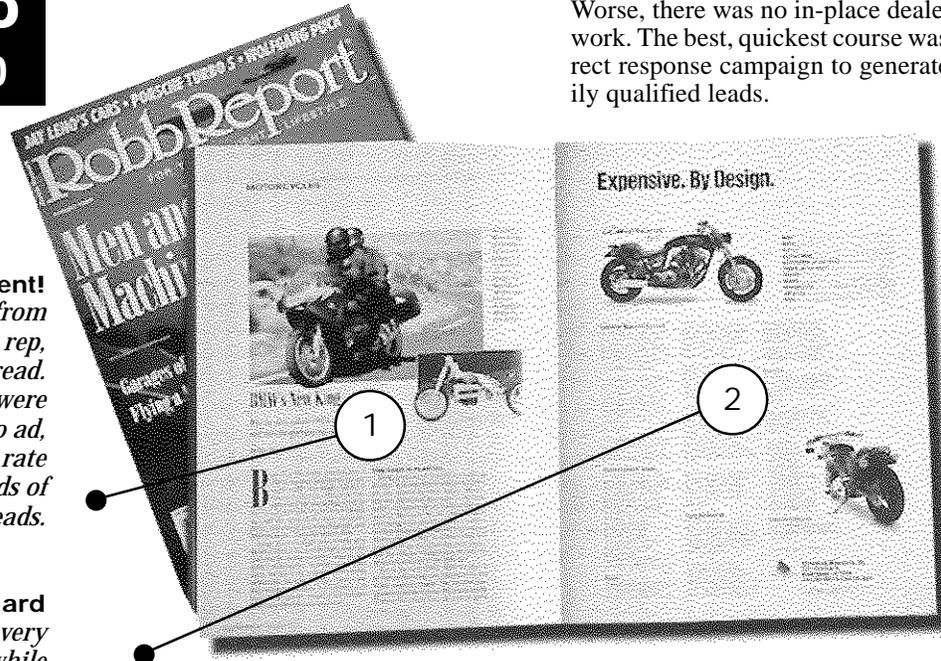
While researching the parts, a new ad for composite body panels hijacks reading time first, then baby's milk money.

cheap pair of brown shoes with that new tux on New Year's Eve, believing that this indicates fiscal prudence on the one hand coupled with a no-nonsense attitude on the other. But that's just what happens with home-made ads that please accounting but miss the creative mark.

### A Classic Case Study

Look at the example below. Despite a six-year presence and a tentative, expensive campaign, research for the client showed minimal consumer product awareness. The marketplace lacked vital details about what, where, and how to purchase.

Worse, there was no in-place dealer network. The best, quickest course was a direct response campaign to generate easily qualified leads.



In the first example, targeting worked. In the second, the magic synergy of right place, right time won the day. In both cases, creative content merges with professional execution, compelling the reader to pause, comprehend, compare.

### Form? Function? Both?

The oldest argument is usually which comes first; style or substance? (Next would be how big to make the logotype.) Answers: both; smaller.

It's just good, smart business to demand creative that can satisfy both right and left-brain types. You wouldn't wear a

### The (Creative) Upper Hand

The first ad to feature professional creative for the client was designed with long, editorial-style copy, developed to capitalize on an audience hungry for in-depth product detail, not least of which was how much does it cost, and why.

Positioning turned negatives into positives via intelligent copy, clever headline, callouts that balanced content and imagery, and professional art direction.