

**pearls of
reason**



orangehammer.com.au

ph: 9863 8755

**new
thoughts
on
advertising**



**thoughts
on creating
more effective
advertising**

the world is moving faster. today's consumers are bombarded by information and overwhelmed by choice. they are more intelligent, more sophisticated, more media savvy, more brand aware, and more attuned to the ploys of advertising. for advertising to be more effective it must move on from the safe, outdated

stereotypes, from the comfortable formulas that have become habit-forming and restrictive, and have created so much ordinary mainstream advertising. while the aim of

advertising

remains constant: to sell more things to more people, more frequently for more money, advertisers must seek out ever more inventive ways to reach consumers. this applies to media as well. think beyond the conventional media boxes of television, print and radio. media has to be surprising, different, fresh and imaginative. consider experimenting with non-traditional media: web-TV, e-events, footpaths, street posters, bottles, suitcases, viral marketing. today, advertising must embrace all forms of communication.

it is

time to shatter existing conventions, to shred the old, and search for the new. in this pocket book are insights that will help you to create strategies and advertising that translates into business success.

raymond chapman

**renew
and redefine,
or die**

in the new millennium old marketing rules no longer apply. in the past, brand building was about creating messages that would remain constant for decades. those days are over. restless consumers, shorter product life cycles, a more dynamic media landscape all mean brands can quickly become irrelevant.

to keep your brand relevant, you should be constantly changing too. keep reinventing and revitalising the messages your brand transmits.



**in the
beginning:
brand
strategy
creation**

these are
fundamentals. before
creating any advertising, first
focus on your brand and its
underlying problem. then work out
a strategy to produce a solution.
your strategy will help light
the way for paths of
creativity.



**if you don't
know the way,
ask**

to get
where you want to go, you
need to know where you are right now:
whom your consumers are, how they think, feel,
and act toward your brand. the way to find out is
through research. try to do research BEFORE you
spend money on media. it will then give you insights
that you can translate into actions that will lead to
stronger brand equity, greater buying frequency, and
increased buying and profits. good research tells
you what consumers are thinking, feeling, and
what makes them act. your advertising
must then take advantage of this
knowledge.



**break
barriers**



do
not allow your
advertising to be
constrained by rules.
experiment with the new.
there is always the
brilliant exception to
every rule.



**get
attention**

in an information-saturated world, attention will be scarce in the 21st century. the best ways to make your brand stand out are with non-traditional advertising – ideas that break the barriers of advertising stereotypes – and by employing media experiences that are surprising, imaginative, and different enough to gain lots of attention. if your advertising is invisible how can you expect it to be effective?

**interrogate your
product until it
confesses**

find
out everything you
can about your product. be
in full possession of all the facts.
find out what makes it special. only
when you have absolute knowledge
of your subject can you transcend
the banality of facts and discover
true insight.



**let the
idea decide**

most traditional advertising relies on a few media choices. often the decision for ideas is based on media. this can result in restricting the idea. but when an idea is allowed to decide the media, it has a better chance of using the media to its fullest potential. and it has more chance to employ the media in fresh and surprising ways, or in using different forms of media. for example, web sites, e-mails, t-shirts, street posters, pavement art and so on. the idea should always decide the media.

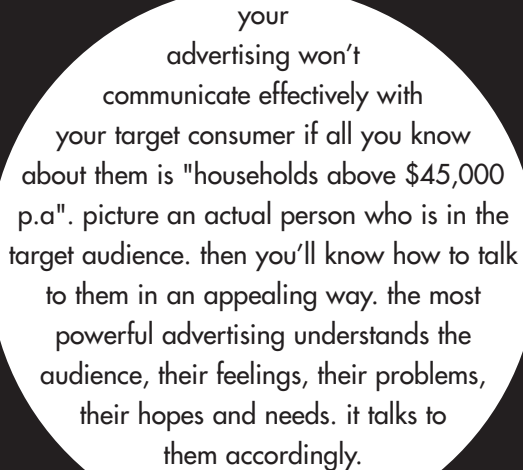


disguise your ad

consumers are more media savvy and selective than they have ever been. the average person is assaulted by (depending on where you live) more than one thousand advertising messages every day. we are all highly skilled at filtering out advertising from our consciousness. to slip under the radar of the modern consumer, make sure your ad doesn't look like just another ad.



**are you
talking
to me?**



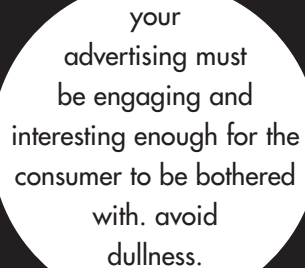
your
advertising won't
communicate effectively with
your target consumer if all you know
about them is "households above \$45,000
p.a". picture an actual person who is in the
target audience. then you'll know how to talk
to them in an appealing way. the most
powerful advertising understands the
audience, their feelings, their problems,
their hopes and needs. it talks to
them accordingly.

**ads that
create only
awareness aren't
working hard
enough.**

don't assume that if
consumers know your name
their hearts and money will
follow. unless you clearly tell
consumers what you're doing, why
you're doing it, and why they
should buy your product,
they'll ignore you.



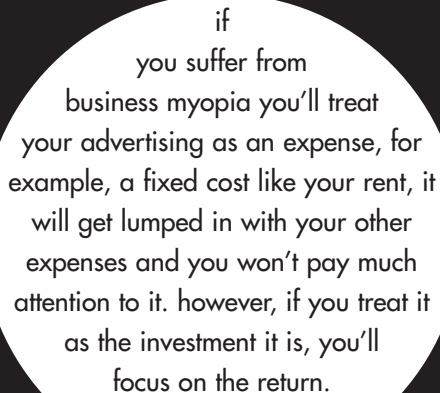
**be daring or
invisible**



your
advertising must
be engaging and
interesting enough for the
consumer to be bothered
with. avoid
dullness.



**don't treat
advertising as
an expense**




if
you suffer from
business myopia you'll treat
your advertising as an expense, for
example, a fixed cost like your rent, it
will get lumped in with your other
expenses and you won't pay much
attention to it. however, if you treat it
as the investment it is, you'll
focus on the return.



**humanise
your
brand**



when
you give your
brand the aspects of a
human being, then the
brand becomes more real,
more engaging and
personal.



**find out
what consumers
want, then give
it to them**


find
out what motivates
consumers to change brands
and what you need to tell them
to buy. to advertise effectively you
need to gather only data that are
relevant to what you are doing,
data that help you understand
what consumers want.



be

visual

when
primitive man first
began to communicate he did
so with sign language. thousands
of years later visuals are still the
fastest, most effective way to
communicate. in today's chaotic world,
one arresting visual has a much
higher calibre of stopping power
than a thousand
headlines.

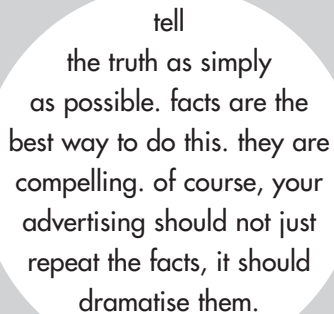


too much advertising tries to say
too much and ends up
communicating nothing. life is brief
and busy. find the most
important thing you want
to say and say it.

**communicate
one
thing**



**stick
to the
facts**



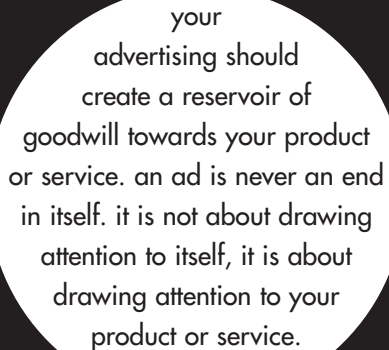
tell
the truth as simply
as possible. facts are the
best way to do this. they are
compelling. of course, your
advertising should not just
repeat the facts, it should
dramatise them.

**why you
have two ears,
two eyes but
only one
mouth**

listening
is far more important
than talking. listen to your
customers. see how they react to
your brand. observe their behaviour.
you'll find out what they really believe
and how they feel. then you'll be
able to respond with messages that
connect in more meaningful
and effective ways.



**create
goodwill**



your
advertising should
create a reservoir of
goodwill towards your product
or service. an ad is never an end
in itself. it is not about drawing
attention to itself, it is about
drawing attention to your
product or service.



**less said the
better**



keep
your advertising
simple. less is more. too
many adjectives stretch
credibility. overstatement
creates resistance. don't
exaggerate.

**when they
zig,**

zag

look
at what everyone
else does in the category
of the product you're
advertising, and do something
different. if you want to stand
out from them, don't look
like them, don't sound
like them.



**create
controversy**



controversy
used wisely can create
lots of free exposure. it means
people will notice your
advertising and talk about it. and if
it's controversial enough, the media
will pick up on it and talk about it
too, giving you even more
free exposure.

**be honest and
human**

the best
advertising reflects an
honest humanity. it shows how
your product can bring
improvement, comfort, and joy into
a person's life. the finest
advertising transmits itself to
the receiver on a human
frequency.



**telling isn't
selling**

any successful
advertising must convey
more than just information. it
must do it in imaginative,
informative and persuasive
ways. otherwise no-one will
bother to take notice
of it.



be brave

a
great ad is so
different, so unlike
everything you are used to
seeing, that it requires courage to
bring it to life. if your ad doesn't
surprise you, it's probably been
done before and no-one will
take much notice
of it.




cut, cut, cut

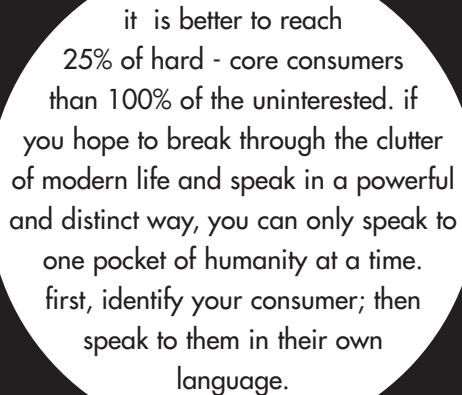
every word you can eliminate from your ad will help to make it more powerful. if you can conceive of an unforgettable visual in which no words are necessary, even better.

**words are like
cameras**

avoid
waffle. every word
in your print
advertising should be
used to create vivid
pictures in the
reader's mind.



**you can't be
everything to
everybody**



it is better to reach
25% of hard - core consumers
than 100% of the uninterested. if
you hope to break through the clutter
of modern life and speak in a powerful
and distinct way, you can only speak to
one pocket of humanity at a time.
first, identify your consumer; then
speak to them in their own
language.



**understand
human
emotions**

people
are influenced by
the basic things; love,
greed, sex, hunger, vanity,
fear, insecurity. great
advertising often
employs these
basics.

**don't be
different
just to be
different**

the point of
difference in your
advertising should come out of
the product, from its DNA.
otherwise it won't be relevant.
always try to use the
emotion of your product
or category.

**be the
smartest
choice**

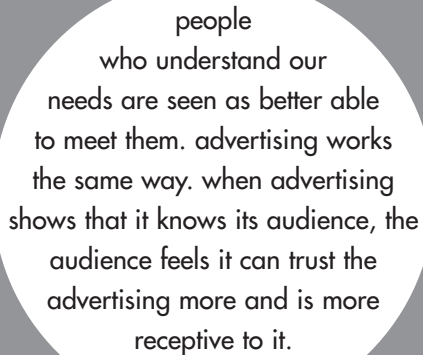
everyone wants to be seen as having done something intelligent when he buys a product or service. it makes sense to position yourself as the clever choice in your category.

**give the
consumer
permission
to believe**

there
is a part in all of us
that wants to believe we'll
have a better life if we use X
product. providing supporting
logic can be invaluable to
help consumers accept
your premise.



**show your
audience you
understand
their needs**



people
who understand our
needs are seen as better able
to meet them. advertising works
the same way. when advertising
shows that it knows its audience, the
audience feels it can trust the
advertising more and is more
receptive to it.

**attack
conventional
wisdom**

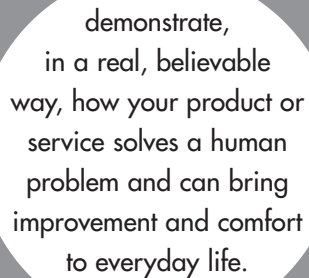
ideas that
contradict widespread
beliefs are often more
believable. they startle the
audience into new perceptions
and have the quality of new
truths replacing outdated
ones.

**treat your
audience as
an equal**

a lot of advertising talks down to consumers. little wonder they ignore it. today's consumers are intelligent, sophisticated and brand aware. to communicate with them, talk to them like you would a close friend: with respect and honesty and in a straightforward manner.



**solve a
problem**



demonstrate,
in a real, believable
way, how your product or
service solves a human
problem and can bring
improvement and comfort
to everyday life.



**don't ask,
do I like it?**



when
judging a creative
concept if you ask yourself,
do I like this? you are judging it
by your own agenda and tastes.
instead, ask yourself, is this right?
this will make you think and
react like the people your
communications are
aimed at.

**be
consistent**

be
meaningful and human
in your communication. brand
communication is the mouthpiece of
your company. it should speak the same
language all the time. to get the biggest
return on your communication dollar,
everything - your ads, your branding
efforts, your packaging - all has to
communicate a consistent message
that links in with everything else
in your advertising mix. every

single thing that happens
with your brand and around
your brand says something. the
best way to capitalise on this is
to make sure all the messages
are linked together and
present a consistent
image.



**don't
be a bad
corporate
citizen**

imbue
your brand with
integrity. tell the truth.
people appreciate honesty.
don't break your promises;
deliver them. remember, no
amount of good advertising
can sell a bad
product.

**deputise
your
employees**

every
single person your
customers come in
contact with is a walking
advertisement. don't
underestimate the
power of word-of-

mouth advertising. your
employees can be
missionaries for your company,
product, and service, but if they
don't know your strategy or your
mission they can't possibly advertise
your brand effectively. tell them
what you're doing and what
you stand for.



**strive for
preference**

if you can get your customers to prefer your product or service on the basis of more than just the product or service itself, you create success. preference is usually based on an emotional connection.

earning your customers'

preference can put your

brand on top of their shopping lists, and into a category leadership position faster than anything else.

**what
works
in texas may
not work in
tasmania**

don't
fall into the trap of
thinking that you can
automatically import or export
your advertising from one country
or state to another. different
groups of people have different
needs and desires and
should be approached
differently. global ideas

are designed to
appeal to the lowest
common denominator.
they tend to be weak
and pathetic.
unless

you
understand the
local differences and
local culture of your
customers you'll spend a lot
more money than you need
to on advertising.



**make
your
packaging
support your
advertising**

good packaging is a combination of aesthetic appeal, a message that is consistent with and reinforces your other advertising, and an ability to stand out. make sure your product communicates your brand's message visually, or be left on the shelf.



**be wary of
sponsorship**

traditional
sponsorship is a great
way to waste a lot of money
quickly. for example, signage at
stadiums is questionable because most
people's attention will be focused on the
game or event, not your signage. if
you do decide to sponsor a
property make sure it is
relevant and persuasive to

your customers. and always
say something
meaningful in your
message. simply plastering
your logo on a sign is
usually a wasted
opportunity.

**in good
times people
want to advertise,
in bad times they
have to**

advertising
is often one of the first
expenses companies cut
when they're experiencing hard
times. these companies do not
understand that good advertising
is an investment. in hard times
far-sighted companies
can actually increase

sales and market
share because many
of their competitors will
be reducing their
market voice.

**don't be
blinded by
stars**

a
celebrity spokesman can
bring new customers and reinforce
your brand to existing ones. they can
establish a brand and create an identity. but
only if there is a logical connection between the
celebrity and the brand. unless the celebrity has
the image, values and qualities you want
consumers to associate with your brand, hiring
them can be a waste of money. always consider
the risk of controversy. remember the
australian spin bowler who endorsed
nicotine patches and was then
seen smoking?



generating x



how
does the middle age
mainstream talk to youth?
beware of shallow tricks like
trying to tune into the youth market
by adopting street speak and ripping
off a funky song. today's youth have
especially sensitive in-built phoney
detection antennae. if they
think you're faking it

they'll tear you
apart and eat you up.
more than any other age
group, they respond to
honesty, to real emotions.
and humour.

**say hello
to
orangehammer**

what
does your brand stand
for? what do you believe? what
are you doing to realise those
beliefs? at orangehammer we are in
the business of communications. to
express ourselves honestly and clearly
we must first know what we are about.
this serves to define goals and
ideas. before we begin the
message making

process
we set out to
understand how people's lives
are changing and why, then we
react to those changes. we develop
and implement a strategy that's based
on a deep understanding of who we
are talking to. one that connects
companies with customers, and
helps them to sell in more
efficient ways.

then
we try to
imagine what doesn't
exist yet, to think fresh
and break
barriers.

we
are a small focused
group of people but our
business knowledge and our
experience spans many
categories and brands.
'imagination' is our
philosophy. if you have
a question about

advertising or
marketing or
communication of any
kind, or if you would
just like to say hello,
call us.

our thanks
to some of the great
thinkers of communication:
david abbott, bruce barton, bill
bernbach, jay chiat, george
lois, marshall mcluhan,
ed mcCabe.