

Right Thing

Right Way

Right Now!

**Right Thing
Right Way
Right Now!**

“Human beings are almost unique in having the ability to learn from the experience of others. They are also remarkable in their apparent disinclination to do so.”

**Right Thing
Right Way
Right Now!**

It's a Matter of Trust

“For every thousand
people hacking at the
leaves of evil, there is
one striking at the
roots”

Henry David Thoreau

**Right Thing
Right Way
Right Now!**

**The Key to All
Power is
Understanding**

**Right Thing
Right Way
Right Now!**

Imagine for a
moment just how
easy your job
would be.

Right Thing
Right Way
Right Now!

What is a Business

To know what a business is we have to start with its purpose. There is only one valid definition of business purpose: to create a customer. Because its purpose is to create a customer, the business enterprise has two-and only these two-basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs.

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

**You must learn
how to
effectively
Manage Client
Expectations.**

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

What is Marketing?

*Everything a business
does to attract, educate
and retain customers*

Right Thing
Right Way
Right Now!

Marketing

The activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

American Marketing Association

Right Thing
Right Way
Right Now!

Marketing

*Marketing sits at the
intersection of the
business and the
customer.*

Advertising.



Reality.



Right Thing
Right Way
Right Now!

The Art & Science of Advertising



\$2,500,000,000

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising



Microsoft

\$11,500,000,000

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

THE HOPPER

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

What Does an Advertising Agency Do?

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

Why are we
talking about
Hugh O'Brien?

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

GSD&M

We built our agency on Purpose-Based Branding. A company's purpose is the difference the brand is trying to make in its consumers lives.

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

Ogilvy Mather

Ideas don't come from thin air. They take top-notch talent, research, valuable customer insight and talented people working together to meet and exceed customers' expectations.

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

The Richards Group

Some agencies push products, some sell ads. We tell truths. The truth, as you know, can set you free. It can hurt. It can make you laugh. It never fails to make you think, and it always makes you listen.

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

What Does an Advertising Agency Do?

An Advertising Agency plans, creates and executes advertising plans on behalf of businesses or organizations.

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

What Does an Advertising Agency Do?

**Thoroughly Understands the
Business, the Products and/
or the Services.**

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

What Does an Advertising Agency Do?

Planning and
Organizing a
media Plan.

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

What Does an Advertising Agency Do?

**Designing & Creating
Ideas.**

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

What Does an Advertising Agency Do?

**Executing &
Measuring.**

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

Advertising does not work!

You work advertising!

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

Advertising is a vital part of every marketing plan. However, advertising in and of itself, does not constitute the entire marketing plan.

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

What do you have in common
with every ad?

The single most important
function is to sell something?

“Selling-Something” does not always mean that
money immediately changes hands?

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

**Branding in advertising is
far more critically important
to the success of a
business than is uncertain
attribution.**

**Right Thing
Right Way
Right Now!**

Call
to
Action

Merchandising

Branding

The AD
Pyramid

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

What does advertising do?

Educates consumers

Reassures current customers

Brands & creates greater awareness

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

What does advertising do?

Continually extends an invitation

Competes

Works, when executed right and when you
know what "works" actually means

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

What does advertising do?

Builds confidence & trust

Returns the investment by helping to
position a business to better compete
and grow Share of Market

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

What does advertising do?

Introduces consumers to brands,
businesses, products & services
and offers the opportunity to build
customers for a lifetime.

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

**Why do businesses
advertise?**

**Why should businesses
advertise?**

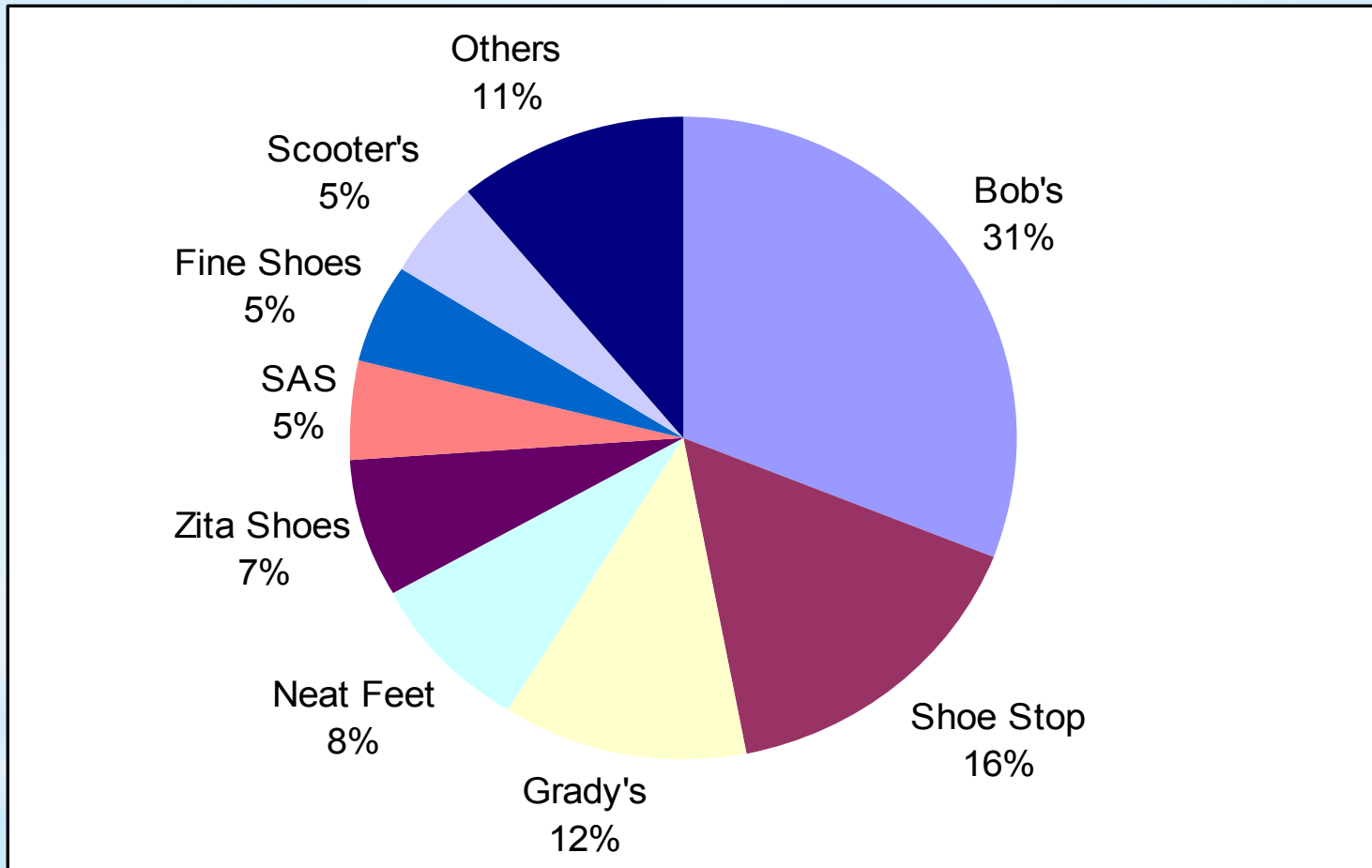
Right Thing
Right Way
Right Now!

The Art & Science of Advertising

It is all about Share of Market.

*The only way your customer can
grow their business is to take
business from their competition.*

Shoes Share Of Market



How much of the pie will your customer get?

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

How To Make Commitments Work With Science

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

Campaigns can, and often will, accomplish multiple objectives but it is much easier to manage expectations if a specific objective is determined beforehand.

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

You must help your client
establish an **OBJECTIVE**
prior to launching a
campaign.

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

Establish the Objective

*Successful advertisers
define the objective,
then choose the media
mix.*

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

The Objective is: **Awareness**

*Creating recognition of a
particular business, product or
service.*

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

The Objective is: **Educate**

*Creating interest through
information.*

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

The Object is: **Image**

*Maintaining or improving brand,
products or service perception.*

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

The Objective is: **Direct Response**

Encouraging first-time or ongoing purchasing. Should be focused on creating customers for life.

**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

EVALUATION OF MEDIA

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

EFFECTIVE

Do you reach the
primary market ?

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

EFFICIENT

Do you reach the
market for less per
consumer than anyone
else ?

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

REACH

The number of different
persons exposed at least
once to an ad over a
specific period of time

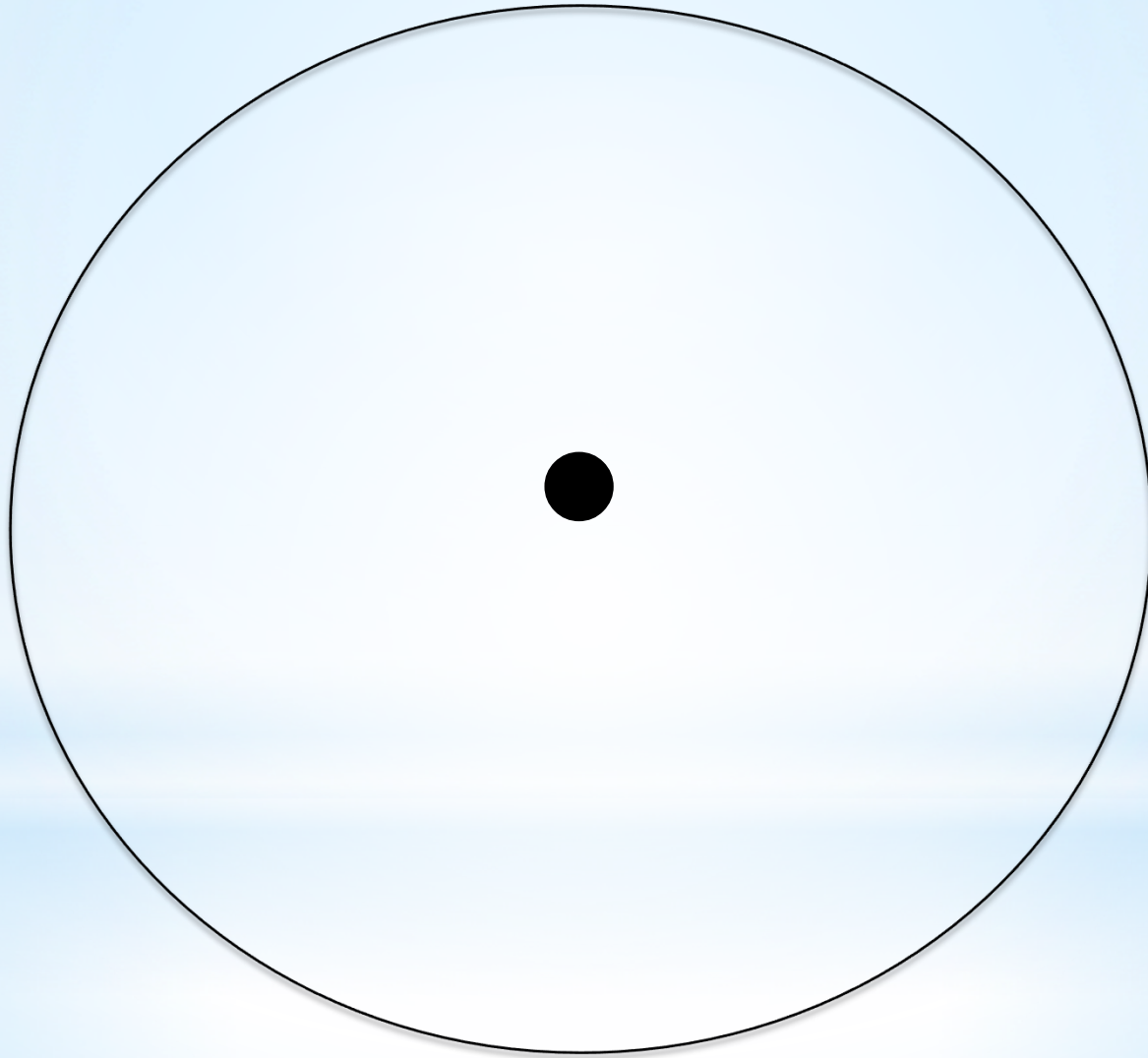
Right Thing
Right Way
Right Now!

The Art & Science of Advertising

FREQUENCY

The number of times that a person is exposed to the ad among those persons **REACHED** in the specific period of time

The Circle Of Influence



**Right Thing
Right Way
Right Now!**

The Art & Science of Advertising

Science In Advertising

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

Most Expensive

The most expensive investment is in the beginning. The dollars become more efficient after an extensive and consistent campaign.

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

Clear Message

*Deliver the main message but
don't confuse the consumer.
Simple is simply smart.*

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

Consistent Message

Today's customer

Tomorrow's customer

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

Committed Message

Advertising does not work as quickly as you would like, but it also does not quit working until long after it has been abandoned

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

Full-Price Message

*Smart Ad-People realize
that VALUE in ads almost
always overcomes
objections to price*

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

Inform Message

*Educated consumers
buy more than
uneducated
consumers*

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

Confused Message

People spend thousands of dollars opening a business and few dollars telling the market that they are open

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

Cluttered Messages

*Advertising Age stated that
the average consumer is
exposed to over 5,000
commercial impressions
every day*

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

Billions with a “B”

*Businesses in America will
spend \$350,000,000,000
annually on advertising efforts*

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

Wrong Message

*Many businesses spend 90%
of their ad budget talking to
the most disloyal 3% of
consumers that care only
about price.*

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

Infrequent Message

*Choosing to advertise
infrequently is not only bad
business it is a waste of
money.*

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

Infrequent Message

*If you are not continually
telling consumers about your
business, you are making it
too hard to do business with
you.*

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

Lifelong Message

*Businesses must build repeat,
lifelong customers that are
loyal and refer them to their
friends*

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

Control Message

*A great reason for a continuous
advertising presence is the
investment you are making in
controlling the conversation about
your business.*

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

Educational Message

*Most people do not like being
sold but they do like being
educated & educated people
buy more than uneducated
people*

Right Thing
Right Way
Right Now!

The Art & Science of Advertising

Well prepared deep-sell advertising is an investment and is a good calculated risk. Advertising must be planned and should not be impetuous. It should be budgeted for just like salaries, utilities, supplies and other reoccurring “mission-critical” items.

Right Thing
Right Way
Right Now!

Why Frequency Matters

Advertising Realities

Consumers will only react to an ad when they are in the market for the product or service

Lasting BRAND recognition will decline significantly unless it is continually reinforced

Right Thing
Right Way
Right Now!

Why Frequency Matters

Advertising Realities

Advertisers can ask consumers as often as they wish but the stark reality is: As a general rule, People will not remember where or when they saw or heard any specific ad.

Right Thing
Right Way
Right Now!

Why Frequency Matters

The Broad Market

The Broad Market is defined as:
The amount of money that is going
to be spent in a market on a
category over a 12-month period.

Right Thing
Right Way
Right Now!

Why Frequency Matters

The Effective Market

The Effective Market is defined as:
The amount of money that is going
to be spent BY OUR READERS in
our market in a category over a 12-
month period.

Right Thing
Right Way
Right Now!

Why Frequency Matters

The Thin Market

The Thin Market is defined as:
The number of consumers that are going to take action in acquiring a product or service in any seven-day period.

THE WHOLE MARKET & THE THIN MARKET

JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER



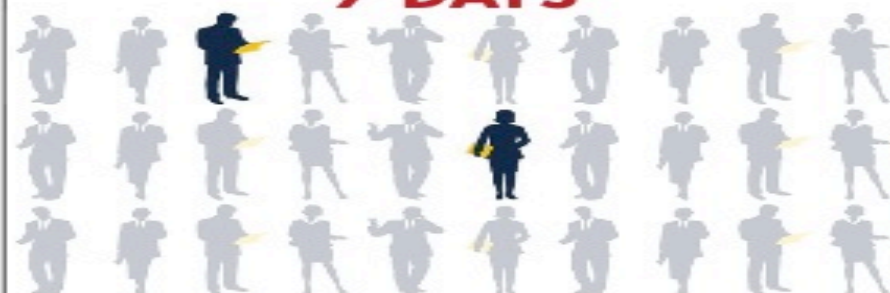
7 DAYS



7 DAYS



7 DAYS



7 DAYS



7 DAYS



7 DAYS



**Right Thing
Right Way
Right Now!**

Why Frequency Matters

The Thin Market

Only a very small proportion of consumers BUY any general merchandise or use services in any seven-day period.

**Right Thing
Right Way
Right Now!**

Why Frequency Matters

The Thin Market

Shoppers for a specific item come into the market suddenly, remain in the market for only a few days and then quickly leave

**Right Thing
Right Way
Right Now!**

Why Frequency Matters

The Thin Market

Advertising has its greatest effect in the hours immediately after being perceived.

**Right Thing
Right Way
Right Now!**

Why Frequency Matters

The Thin Market

In almost every merchandise and service category the percentage of adults **BUYING** in a given week is typically less than 10%!

Right Thing
Right Way
Right Now!

Why Frequency Matters

People have wants & needs everyday.

In half of all general merchandise categories measured the decision to buy and the actual purchase are made on the same day.

Right Thing
Right Way
Right Now!

Why Frequency Matters

Reaches customers regardless of reading habits.

*Just like exercising,
advertising gets the best
results over time. Each ad
builds on prior brand
recognition.*

Right Thing
Right Way
Right Now!

Why Frequency Matters

Higher than average results.

A study conducted by the Ad Research Foundation found that more frequently advertised products resulted in higher profit per sale.

Right Thing
Right Way
Right Now!

Why Frequency Matters

Timing

*Scheduling the heaviest part
of your advertising during your
busiest time produces the
greatest results.*

THE PLAN



ADVERTISING IS 4% OF SALES

Right Thing
Right Way
Right Now!

Why Frequency Matters

People forget

How quickly do people forget? 80% forget a message within 24 hours.

Right Thing
Right Way
Right Now!

Why Frequency Matters

Better investment

*A commitment to
frequency drives the
cost per ad down.*

**Right Thing
Right Way
Right Now!**

Why Frequency Matters

Small Space Works

Six-Inch ads that run frequently are noted 59% as often as full-page ads that run once.

Right Thing
Right Way
Right Now!

Why Frequency Matters

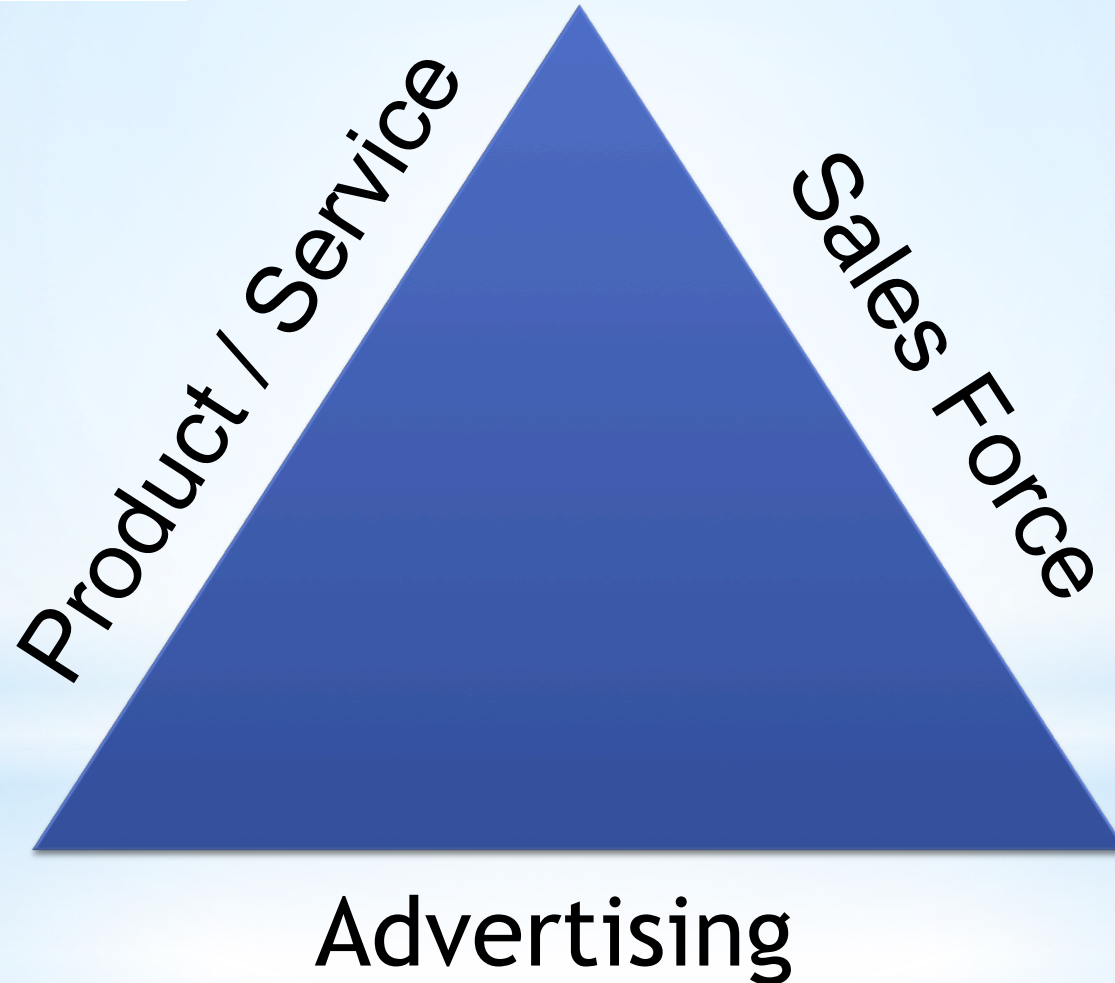
Why have a Sign?

If clients have a sign in front of their business or on their vehicles, they already believe that a commitment to frequency is important.

Right Thing
Right Way
Right Now!

Why Frequency Matters

Balance



**Right Thing
Right Way
Right Now!**

Why Frequency Matters

Imbalance



Right Thing
Right Way
Right Now!

Why Some Ads Fail

Confusing reaction with Objectives

*Many advertisers evaluate
their ads by the comments
they hear from the people
around them.*

**Right Thing
Right Way
Right Now!**

Expectations

What Customers Expect from you

INDEPENDENT THINKING
You represent their interest
first, not yours.

**Right Thing
Right Way
Right Now!**

Expectations

What Customers Expect from you

COURAGE

**Can you be trusted to
tell them the truth and
do the right thing?**

**Right Thing
Right Way
Right Now!**

Expectations

What Customers Expect from you

PRIDE

**You are not there to
beg, you are there to
build.**

**Right Thing
Right Way
Right Now!**

Expectations

What Customers Expect from you

CREATIVITY

**Customers do not have
time to create, it is your
job.**

**Right Thing
Right Way
Right Now!**

Expectations

What Customers Expect from you

CONFIDENCE

**Customers take a risk
when they do business
with you. Make sure
you deliver with
confidence**

Right Thing
Right Way
Right Now!

Expectations

What Customers Expect from you

EMPATHY

Look at things through the
client's eyes. They want
you to understand their
business and their situation.

**Right Thing
Right Way
Right Now!**

Expectations

What Customers Expect from you

HONESTY

**Above all, clients expect
you to be honest.**

Right Thing
Right Way
Right Now!

etc.

What Customers Expect from you

Relationship Customers expect your company to become more knowledgeable & skilled in serving them over time as a result of experienced results.

**Right Thing
Right Way
Right Now!**

Expectations

For the most part the
difference between they who
change behavior and they who
do not, is a compelling sense
of purpose

**Right Thing
Right Way
Right Now!**

etc.

Always think in terms of what is in
the best interests of the client.

You are presented with a wonderful
opportunity to carefully guide the client in
the direction they need to go.

**Right Thing
Right Way
Right Now!**

etc.

The purpose of business
is to create and keep
customers. All business
activities must be
focused on this single
purpose

Right Thing
Right Way
Right Now!

etc.

The measure of your life will not
be based on what you
accomplished. Rather, the
measure of your life will be
measured solely, on what you
were able to overcome.