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# Words That Work

## Creative Content: Language Customers Understand



“Many a small thing has been made large by the right kind of advertising.”  
- Mark Twain

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Attn: Marketing/Advertising

**SIEBENTHALER**  
CREATIVE SERVICES

high performance advertising and public relations

### Seen At Indy:



*Dealer Expo '99's history, and with it a mixed bag of advertising savvy and marketing ingenuity.*

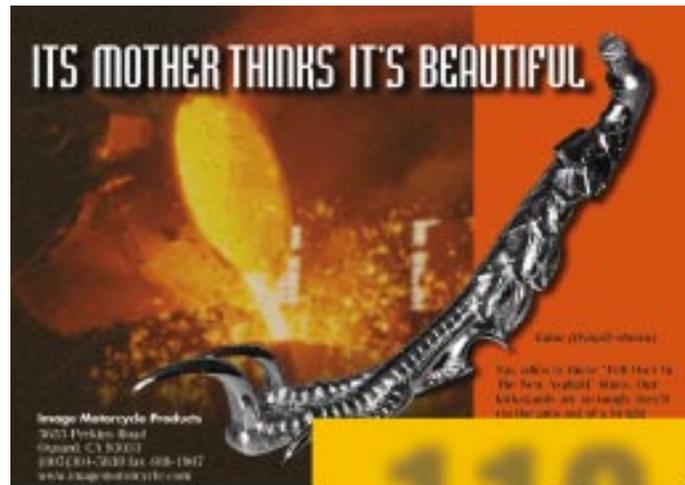
*New marques, propelled to at least momentary popularity by virtue of ingenious displays and plenty of enthusiasm, showed up in Indy's Dome. Example? Utah's Wild West crew, with a spiffy, consumer friendly booth and some killer rides that said "have a seat." Missing? POP handouts, brochures, tech specs, price sheets, dealer packs.*

### Resources:

*Image Motorcycle Products*  
5655 Perkins Road  
Oxnard, CA 93033  
(805)986-1106 fax 488-1907  
[www.imagemotorcycle.com](http://www.imagemotorcycle.com)

*Total Performance Engineering*  
62 Mill Plain Road  
Danbury, CT 06811  
(203)744-4960 fax 744-0161  
[www.tpeng.com](http://www.tpeng.com)

*Strange faxes getting you down?  
Just let us know.*



(ST. PETERSBURG, FL) A Bloomberg report highlighted a Sunnyvale, CA web site that languished in anonymity as Computer Literacy, Inc. - until a name change to Fatbrain.com skyrocketed the share price 36% in just one day.

Fatbrain.com was created by Interbrand Group, a branch of ad giant Omnicom. (I worked in Houston at the Bernard Hodes division in the '80's.) The name's a perfect fit between the company and it's market, the kind of creative kismet that can't occur under the glare of an owner's eyes or a committee memo generated in a burst of lets just be average.

A good ad shop delivers creativity unencumbered by management popularity contests or accounting's idea of hip. Want a fresh way of projecting identity and content? Then ditch mediocre, and it's evil twin, uninspiring.

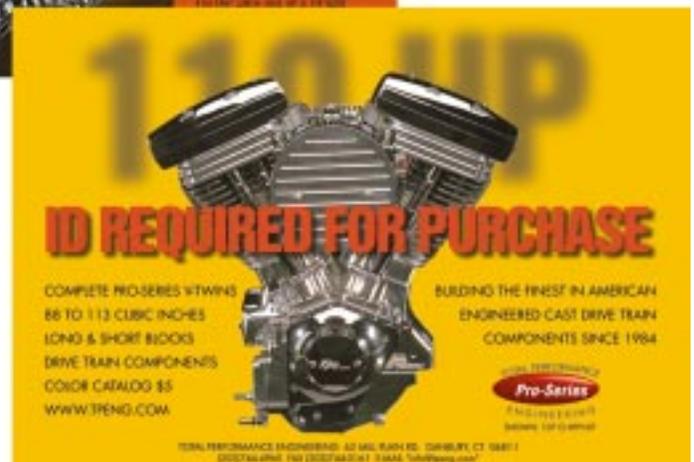
### Creating Ads That Stop Traffic

I currently have two ads running that demonstrate the complex process roughly defined as creative. Image Motorcycle Products, in Oxnard, CA, decided to use their foundry skills to produce the toughest line of kickstands on the market...and perhaps the most unique.

Transferring sex appeal to a kickstand isn't the most obvious route, but inspired by the 'Alien' movie series, it worked. Sure it's a little off-beat. And that's the point. Get the ad off the

page, make sure the reader sees the message, generate a response. That's what advertising does best, when its allowed to work.

The four-color piece uses a visual link to it's heritage...a molten stream of white hot metal...to counter subliminal hesitation over strength and durability. Check it out! Tough! Shiny! New! End of message.



**Total Performance Positioning Tune-Up**  
Connecticut based Total Performance Engineering is a long time supplier of cool hot rod stuff to biker gear heads. Owner Tom Pirone builds a line of magnificent OEM cast aluminum V-Twins that more than hold their own, yet lacked brand identity with consumers.

Tom's ProSeries products needed a page-stopping device delivered right between the reader's eyes - a headline that would get attention faster than a blue light in the rear view mirror.

Their 107-inch version delivers 110 rear wheel horses - serious power that's for adults only. And thus the 'ID Required For Purchase' head for these gorgeous beasts.

*John Siebenthaler creates distinctive advertising and effective public relations for the high-performance V-twin industry.*  
Call (727)397-5087 fax 398-4953  
e-mail 'siebenthaler@compuserve.com'