

PORTFOLIO

SIEBENTHALER
CREATIVE SERVICES

high performance
advertising &
public relations



Right Brain This. Left Brain That. Why Settle For A Half-Wit If You Don't Really Need One?

contents

ad design	3
digital imaging.....	4
heads and copy.....	5
art direction.....	6
publicity.....	7
editorial copy.....	8

selecting an agency

The real difference between Fords and Chevys isn't the number of cylinders or the paint job. It's advertising — the best tool there is for shaping public opinion and driving consumer response. The guidelines below can help reduce the tension of deciding if an agency's creative signature is a good match for your company's needs.

1) Advertising Content

Campaigns that connect with consumers don't come from cookie cutter templates or power point outlines. They're a product of professionalism, skill, intuition and quality, presented in a contemporary fashion that's compelling to look at and entertaining to read. If your message is ineffective — or worse — you're driving customers to your competitors.

2) Results Driven Publicity

We track media's call for product info, editorial deadlines, and specific

production formats on a regular basis, delivering critical analysis for effective and efficient marketing that's presented in a fresh light.

3) Identifying Opportunities

Effective representation involves ongoing product evaluation to identify fresh opportunities for publicity and competitive ad content. This is especially relevant for older, established products that have to compete in a constantly evolving environment.

4) Is Your Message Seen? Or Ignored?

If you can't remember the last time you heard, "Hey, great ad!" then it's time to address that oversight with a fresh dose of creative content that'll get your competition talking. And your phone ringing.

Siebenthaler Creative Services

...is a small but effective communications studio on Florida's West coast specializing in advertising, public

relations, and marketing for the powersports community, as well as shelter, healthcare, and agribusiness.

Our reputation is based on a broad knowledge of traditional journalism, graphics, and digital media.

Representation

Individual project assignments (collateral) are accepted on a fee basis.

Public relations and advertising campaigns that require ongoing evaluation are handled on a retainer basis.

www.siebenthalercreative.com

the art of communication



original

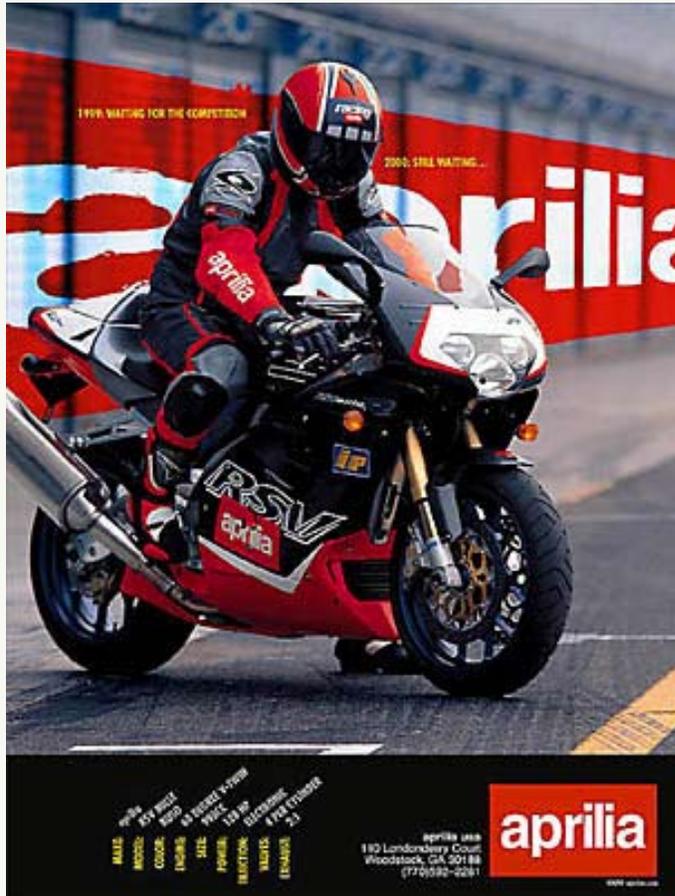
digital imaging

This series was created to highlight the product logo in conjunction with their sport, race, and touring market segments.

We started with a general purpose publicity still, then added depth, contrast, saturation and a few other digital tricks of the trade.

Although applying (texture map) the logo to the pit row garage doors is easily the most obvious alteration, more time was actually spent on making sure the little touches – like the logo showing through the fairing – weren't overlooked.

Finally, we made a judgement call on whether or not to render out of focus the logo to match the shallow depth of field of the long taking lens. Since it's obvious this isn't so much about realism as impact, we left it alone.



ready for print



Look Familiar?
We Didn't Think So.
Confederate Motorcycles

From The Steaming Jungles
Of Wichita, Kansas...
East Marsh Nursery

If We Wanted To Herd Sheep,
We'd Buy A Ranch.
Litwin/AMCA International

Texas Is Known For Two Things.
Biggest And Best.
East Marsh Nursery

North Of Rio.
East Of The Moon.
And Under The Sun.
Bal Harbour Shoppes

Where Beast Meets Best.
Mustang Motorsports

Lead The Parade.
Follow The Parade.
Pick One.
Accurate Engineering

Bal Harbour Shoppes

“ The desire to seek life's finer pleasures is instinctive. It is a thirst difficult to quench in an age of faux fashion and ersatz cuisine, hostels in lieu of hotels and indifference in place of service.

Is there one address that can still make the promise?
And keep it?

headlines and copy

There is.

Bal Harbour Village.

A coolly lit sapphire that sparkles with the elegance and sophistication of Parisian boulevards and the vias of Milan.

A place of untroubled beaches and intimate dining, whispered destinations and delicate glances.

Where hospitality isn't practiced, but perfected. Where quality isn't questioned, but expected. And where you may just find that what you've always wanted, is already here.

At Bal Harbour Village.

North of Rio.
East of the moon.
And under the sun. ”

Image Motorcycle

“ Say adiós to those “Fell Over In The New Asphalt” blues.

Our kickstands are so tough, they'll rip the guts out of a freight train!

For Harley-Davidson® Big Twins '36-current. Contact your local dealer, or call for info and pricing on all our products.

”



art direction

POWERSPORTS LOGO SERIES

We combine traditional techniques and contemporary trends to create graphics that are as home on the web as they are on a 40-foot billboard.

By combining just the right balance of color, shape, and typography, our corporate and product logos remain easy to read and use throughout the range of popular media encountered in today's marketplace.



Bad Ads Can't Give Away A Life Jacket To A Drowning Man

What do Coke, Porsche, Key West and Sprint have in common? Expensive advertising. That works. Notwithstanding the fact that they, and thousands more, are battling on a daily basis for what economists refer to as 'discretionary income,' the

editorial copy

companies mentioned depend on trendy advertising to attract consumers ...and deliver profits.

Key West excepted, the above examples are huge, highly visible, publicly held corporations. In my small (v-twin aftermarket) industry segment, the perception is that conspicuous ad campaigns are a luxury flowing from naturally occurring lucrative profits, rather than originating as a marketing necessity, properly supported with budgets adequate to the task.

In fact, most profits are a direct function of leadership that takes the creation and administration of advertising seriously. Simply put, great advertising can sell sand in the Sahara. Bad ads can't give away a life jacket to a drowning man.

When a company like Anheuser-Busch puts on a couple of dim-bulb lizards as corporate front men, you can bet your last master link a campaign costing hundreds of millions wasn't dreamed up on the secretary's desktop pc.

So quiet you can hear a pin drop? Maybe, maybe not. But if you're thinking about switching phone carriers, the image of

that pin bouncing around in slow motion might just be the hook that sways your decision to Sprint. Both examples of retail advertising ran (and continue to do so) because they work.

There's a common, faulty conception in our industry that we're only competing within the powersports group at large for a consumer's discretionary spending. Wrong. Our competition is the bathroom remodeling project, the luxury vacation, the new sailboat. It's the better school for junior, the patio spa, the new set of golf clubs - and the country club membership to go with.

A major difference between investor-owned companies and sole proprietorships is a board of directors and the shareholders they represent. You will not find a publicly held retail business that doesn't expect, and support, a vigorous ad program sustained by a dedicated budget.

Put another way, if corporate advertising wasn't an absolute proven necessity, those ad billions would be returned to shareholders in the form of dividends - or directors in the form of bonuses.

Sales are driven by two disciplines working together; marketing and advertising. We'll assume you've identified and understand your particular market. Advertising, then, is the process of communicating why Bob's Really Big Bats are superior to Bill's Really Swell Bats. One hundred percent all natural wood? Authentic space age aluminum? Traditional styling?

More economical? It's a creative knack, not an absolute science.

Making sure your ads hit the mark is not...is not...a strategy best derived from the "that's all we can afford" school of business administration. Initiating the communication process with a budget bias for cheap is a prescription for certain failure. Likewise the expectation of results from the "We'll do it ourselves with the software that came with the computer," scenario.

Manufacturers in the v-twin aftermarket don't consider their products cheap, insignificant, or inconsequential. (Most certainly aren't priced that way.) Yet the market's absolute dependence on the trend/fad for anything Harley (or Harley related) speaks volumes about the enormously successful branding by TMC, coupled with the public's general inability to differentiate between generic and The Real Thing.

By all indications, that's about to change. And if you've bet your Cote d'Azur retirement on how much wasn't spent building market share and brand identity? Then worry is probably a better emotion than panic.