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The Name Game

Marketplace Strategy That Makes A Difference

Attn: Marketing/Advertising

SIEBENTHALER
CREATIVE SERVICES

high performance advertising and public relations

MARCH, 1998

TorqueMonster

Product brand for Truett & Osborn was produced in Photoshop, reproduces as a b&w halftone or bitmap.

Ever Hear Of Edsel Ford?

In the annals of advertising shame, nothing brings to mind failed expectations more than the flop best known as the Ford Edsel. In an emotional, albeit misguided display of filial affection, the otherwise innovative, well built automobile was saddled with the advertising equivalent of Freddie Krueger at an Easter egg roll.

A disaster of unparalleled proportions, the company lost millions, and the name is now synonymous with failure. Silver lining? The huge success, continuing to this day, of the Ford Mustang...an established winner, but only after marketplace reality took the place of wishful thinking.

Sources:

Accurate Engineering
Dothan, AL
(334)702-1993

Truett & Osborn
Wichita, KS
(316)682-4781

Quick Throttle
Agoura Hills, CA
(818)889-8740

Siebenthaler Creative Services provides integrated image management and media representation for the V-twin industry. Contact by calling (813)397-5087, or e-mail to siebenthaler@compuserve.com.

(ST. PETERSBURG, FL) The May, 1998 issue of *Quick Throttle* contains an excellent example of the successful use of product branding. When first contacted by the client, the marketing concept for the product



Product illustration gets two-thirds of page, logo also prominently shown.

press release extended only as far as "...a real big, fat flywheel." Not the stuff legends are made of.

Needed: A Name That Works

For Truett & Osborn, the approach would be a part name that could evoke product benefit for the customer, and generate media interest among the press.

(The product, retro flywheels that provide a big kick in the torque department, allow an idle speed you can jump rope to, double as a power take off for a hay baler.)

When **QT** combined the flywheels alongside the digital art supplied with the press release, the editorial impact of the two-page feature generated not only inquiries, but a continuing market awareness of the product and it's mark.

Creative Graphics Big Part Of Mix

For engine builder Accurate Engineering, in Dothan, AL, the immediate need was a signature (in this case, literal) mark that would clearly identify their immaculate engine program as both professionally innovative and functionally stylish.

Accurate's president Berry Wardlaw has a name that's readily adapted for maximum

graphic benefit. The result is a versatile logo with an easily grasped product description (Signature Series V-Twins.) An ideal public relations tool as well as a stylish marketing aid.

Benefits: the mark doesn't limit Accurate to any one engine style. (They currently produce drop dead gorgeous flathead, knuckle, pan, shovel and evo styles.) And with a unique and distinctive visual identity it positions the shop as a professional entity, not a backyard chop shop.

Both components ...slogan and graphics... work well together, guaranteeing positive branding in what is quickly becoming a very crowded engine market.

No Product Sex Appeal?

You may be staying home. A lot. Today's market, driven by style as much as by content, depends on advertising for product information and purchasing direction.

from this...



...to this.

*Berry Wardlaw*TM
SIGNATURE SERIES V-TWINS

Distinctive new 3-color mark for Accurate Engineering's line of engines. Parent logo (top), is hard to reproduce, ineffective at selling the company or it's goods.

The demographic shift to a generation raised on MTV is not only influenced by, but insists on, a graphically trendy selling approach. And, it's global.

Ignore the fundamentals, and at the very least you won't achieve full potential. The worst? Well, they're not making Edsels the way they used to.