

Headline Ads

Creative Direction: *The Heart of Advertising*

"Many a small thing has been made large by the right kind of advertising."

- Mark Twain

Vol. II Number 4
July, 1998
Attn: Marketing/Advertising

SIEBENTHALER
CREATIVE SERVICES
high performance advertising and public relations

1. 
2. 
3. 
4. 

Logo Art Tells Graphic Story

Logotypes, both corporate and brand, are powerful tools for defining your market. If it works, it sells. If it doesn't, it costs.

SCS designed mark for Austin rock band (1) takes different tack than home builder graphic (2), print company i.d. (3), or Truett & Osborn Cycles, Wichita 1978 original design (4).

Logotype must start as line art before any other interpretation.

Once considered sacred, logo alteration wasn't even spoken about. With today's computer capabilities, there's less resistance to change...provided recognition and image of mark are improved.

(ST. PETERSBURG, FL) For advertising to work effectively, the message has to be clear, memorable, and targeted. The v-twin market continues to search for fresh content as it slowly evolves from an industrial gear-grinding heritage that usually fails to deliver creative punch.

Creative direction is the process that defines individual ads or entire campaigns. The first step in a complex procedure? Crafting a compelling headline.

If you're familiar with advertising's Golden Age you might remember Volkswagen's "Lemon", "Think Small" and Avis' "We're Number 2!" as classic ads that won awards and built markets. Still fresh today, those benchmarks illustrate just how clever creative can drive sales and still be entertaining.

Currently, a lot of attention's paid to occasionally twisted messages like the new Miller Brewing's Ads by Dick, including the trendy laugh riot featuring a slack-jawed buffoon's "Twist To Remove" attempts at opening a beer via his warped retro dance interpretation of the instructions found on the bottle cap.

Lizard nitwit Louie and laconic pal Fred shuck for the Bud brand as hysterical cartoon anecdotes to human frailties.

Great Ads Start With Great Copy

The genesis of any successful ad will always be the headline – they shouldn't be lengthy...and they must be intelligent.

Properly written copy only ads can be very effective when combined with solid art direction. In most cases, though, the product is featured. And generally speak-

ing, art alone can't convey the subtleties of a well-conceived concept.

Make It Sing!

A good headline grabs the reader's attention and focuses interest on your better mousetrap. Audiences need to be told why it's in their interest to choose yours over Brand X. Make sure body copy relates – don't fall into the "duh" shop manual approach to story telling. A little humor? Make sure you're funny first!



1 **Headline... and copy content are vital to product graphics. Message is easily read, understood.**

2 **Make sure... contact info's easy to find, easy to read, and correct!**

Just Good Enough?

Everything your company stands for is expressed through advertising. The look, the feel, the texture – all contribute to how your image is perceived and interpreted.

The idea that creative content's an option is valid only if just good enough is considered company policy.

Siebenthaler Creative Services provides integrated media planning and publicity for the high-performance V-twin industry. Call John Siebenthaler at (727)397-5087, fax 398-4953, or e-mail to 'siebenthaler@compuserve.com'.