

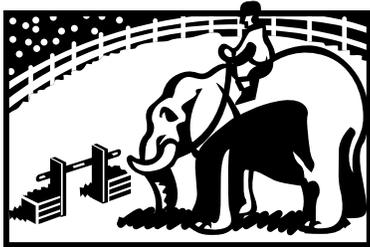
Sell More Stuff!

Four Easy Steps To A Better Creative Product

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

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SIEBENTHALER
CREATIVE SERVICES
high performance advertising and public relations



C'mon Boy, Jump...

Advertising's about ideas; great advertising comes from big ideas. So says copy guru David Ogilvy (Ogilvy on Advertising,) one of the craft's most innovative creative pioneers. "Research can't help you much, because it cannot predict the cumulative value of an idea."

He says big ideas come from a well-informed subconscious; great work can be created on a cocktail napkin, but never in a committee.

Cost/benefit ratios between creative and media are impossible to establish. Mediocre ads placed because they're cheap cost dearly in proportion to business lost - not to mention space charges wasted.

Content-driven messages can be recalled long after their lifetime. Remember Apple's "1984" ad? Shown just once during the Super Bowl that year, talked about since.



(ST. PETERSBURG, FL) Crafting just the right message to tout the benefits of your company is the province of creative direction. The fictitious example above illustrates the use of basics to create a quick and easy print ad that gets the point across.

1. Research Product Positioning

A chroming service, Really Shiny Chrome, Inc., wants more market now. To break out from the competition, performance rather than looks is chosen as the focal point of the campaign. A speed icon...drag racing...implies the positive benefits of using Really Shiny Chrome products.

2. Assign Creative Responsibility

Copywriting's easily the most overlooked creative component. Simply put, if your ad isn't read, your product isn't bought. Poorly written gibberish will wreck the best layout every time - it pays to pay attention.

Remember, headlines stop traffic, body copy points out specifics, highlights differences, and spells out details.

Temptation is to write War And Peace on a headstone. Resist - why read the original when Cliff Notes work best?

3. Finalize Technical Requirements

The photographs were taken 20 years apart; a high-key product shot taken recently, and a resurrected '70's blurred action motorsports magazine assignment. (For a fresh look, check company photo archives.)

The product was shot with studio strobes and scanned from a print. The drag bike

Simple message...chrome equals fast...is easy for reader to grasp in a hurry.

was archived to photo-cd, then imported. Images were combined in Photoshop and converted for standard fax reproduction. Headline was set in Illustrator, then both were combined in PageMaker.

4. Art Direction and Production

Finally, art is halftoned or separated, then



sized, cropped and scaled to fit reproduction dimensions. Check publication requirements for resolution and screen rulings.

Reproduction size is directly affected by a many factors, including budget, media, and art quality. The final step? FedEx - When It Absolutely, Positively, etc., etc...

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