

Can One Size Fit All?



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

Vol. IV
May, 2000

Number 2
AdFax®

SIEBENTHALER
CREATIVE SERVICES

high performance advertising and public relations

Helical Gear Set Available



Johnson Engineering's TwistGear, a 5th gear direct replacement set for '91-up Evo/TC transmissions, is now in production. TwistGear refers to the helical cut gears used in place of straight splines and teeth, resulting in better contact ratio and a lot less tranny racket.

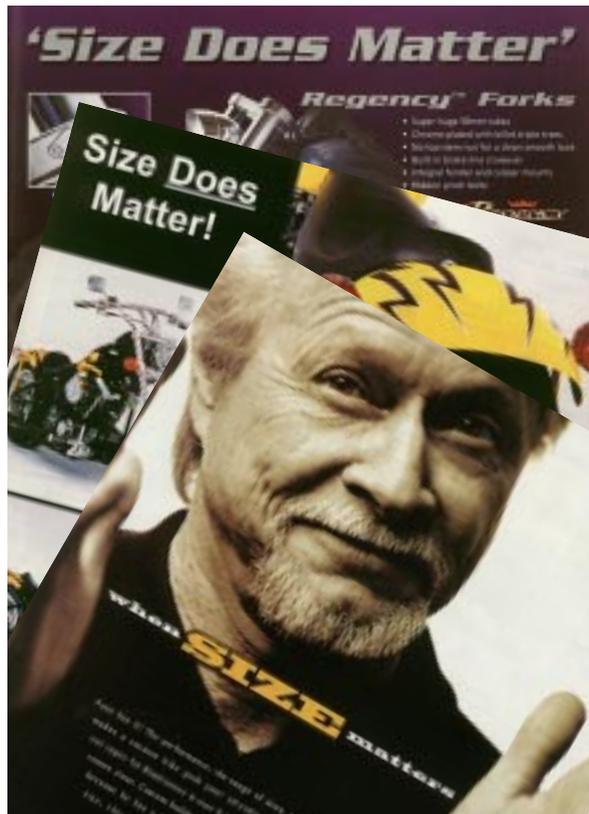


Resources

Johnson Engineering
100 Blake Road
Denver, IA 50622
(888)433-6201 fax (319)984-9299

If we're showing up on your fax and you'd rather we wouldn't, please let us know and we won't.

Just e-mail your request and get AdFax right on your desktop in colorful Adobe Acrobat format.



Or Is Less More?

It's Judgement Day for wordsmiths. The stuff of blank page nightmare sweats and CYA rationalizations.

During advertising's Age of Enlightenment back in the '60's, double entendres became acceptable as an alternative for specific content. Before that watershed era headlines were required to show relevance.

Given the runaway popularity of the wide-load rear tire on today's smoke 'em 'til the wheels fall off monster bikes, the inevitability of identical or near clone headlines popping up to tout the same concept, was, well...inevitable.

We do note that while two of the heads are in the passive voice, only one carries the day as a declarative sentence. Of course, size was never in doubt — in the V-Twin community, that's always been understood.

What's In A Name Pt. II

Brand naming, successful or otherwise, is quite the rage nowadays, with specialty shops getting big bucks to come up with the next breakthrough combination of vowels and consonants this side of Wheel of Fortune.

It may come as a surprise, then, to discover that one of the most successful brand names in modern times didn't come out of a high-priced marketing shop, and didn't fall prey to an over indulgent (can you say Trump?) ego.

Qué Est Häagen-Dazs?

As things turn out...nothing. At least not in the literal sense. Häagen-Dazs the brand is a combination of letters and accents the creator of the product thought sounded just about right. But don't take our word. Check your pocket dictionary of favorite Nordic quotes and sayings.

Don't know about you, but we've forgotten most of our school-yard Scandinavian. We always

thought Häagen-Dazs referred to a quaint town on the Arctic Circle; six months in daylight, the rest of the time not. Also incidental was any possible motivation for developing icy deserts, other than out of boredom and as an alternative to reindeer steak.

It's very seldom you have parallel ideas, one right brain, the other left, successfully riding the same track. Häagen-Dazs did. So the next time you saddle up with bib and shovel scoop in front of your favorite gallon tub, remember that this faux import is 100% American.

Siebenthaler Creative Services provides high-performance advertising and public relations to the V-twin industry.

voice (727)397-5087 fax 398-4953
email: siebenthaler@compuserve.com