

It Looks Like A Duck

Creative's Role: Build Identity, Create Sales Opportunity "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

RESOURCES

The art of creating web-based consumer and lifestyle content is just beginning to emerge in the powersports industry. Unlike other consumer trend-setters, most two-wheeled sites - especially the v-twin segment - have been slow to evolve.

Lacking advertising for promotion and branding has meant word-of-mouth efforts to attract readers. That may be changing. Sites are reporting a rising number of hits; with that, advertisers attitude may start to thaw.

We like fast loading pages and timely information. Turnoffs include little thingies that twirl, beep, and dance around like fireflies on acid, slobbery graphics, and useless links to Aunt Esther's prize-winning pickle recipe. These two pass our test.



www.bikernet.com
American v-twin news, photos, resources, fiction, shopping



www.americanmotor.com
metric and American powersports in-depth news, events, financial

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AFLAC! Gets Quacked – And Likes It!

(St. Petersburg, FL) It looks like one. Walks like one. Sounds like, well. Seen the ads for AFLAC? They've been airing since January, featuring a cranky fowl waddling around sputtering "AFLAAAAC!!!" in response to humans wondering aloud about supplemental insurance.

The goal? Come up with a memorable hook associating insurance with AFLAC. The solution? A weary duck mascot uttering the company acronym with a Sylvester-esque voice in unusual surroundings; a steam room, a couple in bed, at the park.

So OK, they're funny. And affecting. In fact, they tend to get funnier with exposure. So what's the point? This is creatively inspired advertising at it's best. The result? Since they began running, sales have risen an astonishing 25 per cent!

In the beginning, corporate suits at headquarters thought the ads too, hmmm, edgy. Insurance is serious stuff. That's now a dead letter. With those kind of numbers, nobody's questioning the role creative plays in bringing product to market. At least not at... AFLAAAAAC!

Two Nifty Sites Deliver Individual Personalities

This Precocious Five-Year-Old Lives Biker Lifestyle Online



Operating out of the Top Secret BikerNet World Headquarters located somewhere deep in the Valley, Keith "Bandit" Ball continues to dish out what he's best known for... original, long copy narrative devoted to the biker lifestyle.

BikerNet.com's where you'll find K. Randall Ball's acclaimed biker fiction, tasty step-by-step how-to's by his crew of Type-A personalities, and an ever growing photo collection of bikes to drool over. It's also building a reputation as an online retailer offering an eclectic mix that includes HA Big Red apparel, Eric Hermann art, Mike Lichter photography, and BikerNet's own line of very functional bike luggage.

This West Coast online bomb-thrower achieves symmetry, balance, and biker Zen by blending old-school savvy with high tech funk. What you get is a fun place to visit, read, relax, and shop.

American Motorcycle Network Posts Market News, Trends



Virginia-based American Motorcycle Network is the brainchild of HTML hotshot Lee Love, a web-savvy marketer who's busy adding streaming video and sound downloads to a jumping site already stuffed with content.

Lee, whose claim that AMN is the "largest source of motorcycle news on the planet," is grooming AMN to be ground zero for two-wheeled surfers. Check out the newly launched Motorcycle NewsWire for the latest industry buzz including quotes, rumor, and hot links.

Siebenthaler Creative Services Group creates high-performance advertising and public relations for the V-twin industry.

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