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Mephistophelian



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

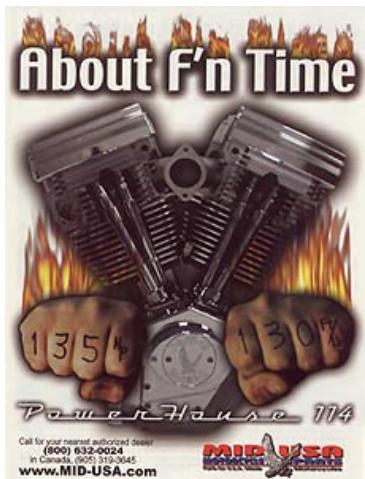
Vol. VI
April, 2002

Number 1
AdFax™

SIEBENTHALER
CREATIVE SERVICES
high performance advertising and public relations

Strut! Pout!

It's been said so many times before, but we'll repeat it here yet again. If you can't be clever, don't even think about being vulgar. It's



not funny. It's not cute. It's not effective. It's just a giant turn-off.

Making matters worse are the goofy renditions of the old chestnut jailhouse on the one hand at L-O-V-E and it's asymmetric on the other hand twin, H-A-T-E.

We can think of a lot of things positive about the product shown. Potty mouth isn't one of them.

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

AdFax PDF E-MAIL? Easy! Email us, you're on the list. In color, great graphics, more better – and fast!

Yikes! Deja Vu Deja Vu!

We last visited the issue of headline redundancy in, hmmm, that's right, the Millennium AdFax inaugural AdFax 14. Then, we touched on the titillating issue of entendre double, and even

tally, from the mephistophelian metaphors bandied about, all in the name of visualizing the v-twin experience. Hey, nobody ever said headline writing was for sissies!



triple, as a substitute for skillful creative.

In this issue, we're more interested in the metaphoric aspects of physiologic, philosophic motorcycle interchangeability. In the first example, we have a builder extolling the heartlike function of their proprietary engine.

We agree (to a point) that making the engine analogous to the human heart is close, although we prefer to think that in fact it's the carburetor that is to an engine what a heart is to a human, as opposed to the entire engine being the heart of the bike. That said, the entire bike is positioned as a philosophical experience, with the engine as it's heart.

Hand Over Your Heart! Soul! Heart! Just Gimme The Damn Bike!

However, we'll not quibble. Instead, we examine next the role of the engine proper. In example two, we're a little confused, inasmuch as the entire assembly somehow qualifies as a heart, lacking only the engine as a soul install to complete the package.

Whew! We're exhausted, spiritually and men-

And as if all that weren't confusing enough, imagine these two perfect examples of pretty good style over substance separated by mere pages in the same publication! Yep. It's true. The dreaded "Didn't I Just See That Somewhere Else?" phenomenon struck a double whammy, leaving the poor reader to ponder eyesight or memory or worse.

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

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