

Right Thing  
Right Way  
Right Now!



Dennis Wade

Right Thing  
Right Way  
Right Now!

# Sales Empowerment

Right Thing  
Right Way  
Right Now!

What if we were  
starting today?

**Right Thing  
Right Way  
Right Now!**

Give me six hours to chop down a tree and I will spend the first four sharpening the axe.

Abraham Lincoln

Google



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Right Now!**



## **About Primer**

**When people succeed, Google succeeds.** At our best, we help businesses of all sizes try new things and **get more customers.** But we also know it's **hard to get the knowledge you need** to do innovative marketing. So we assembled a small team of our own marketers and challenged them to build a product they would use. The result is Primer.

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# Primer

Primer is a fast, easy way to learn new digital marketing skills. You can take our bite-sized lessons wherever and whenever you have 5-minutes free.

## Available via phone or tablet

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## Current Lessons

- Advertising
  - Content
- Measurement
  - Strategy



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The  
*Art* & **Science**  
of Advertising

**Right Thing  
Right Way  
Right Now!**

The *Art* & **Science** of Advertising

The Key to All  
Power is  
Understanding

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The *Art* & **Science** of Advertising

## What is a Business

There is only one valid definition of business purpose: to **create a customer**.

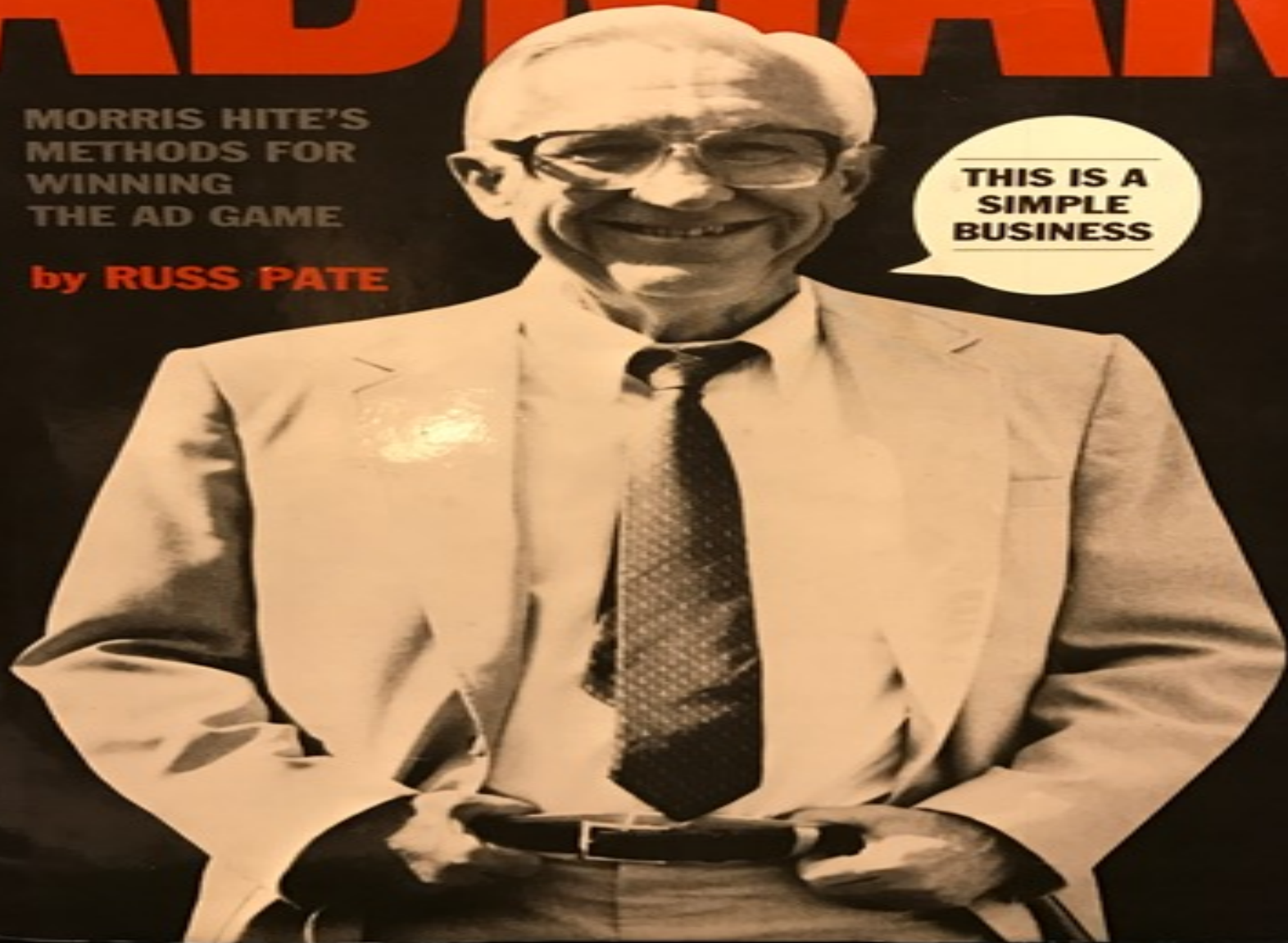
Because its purpose is to **create a customer**, the business enterprise has two-and only these two-basic functions: **marketing and innovation**. **Marketing and innovation** produce results; all the rest are costs.

# ADMAN

MORRIS HITE'S  
METHODS FOR  
WINNING  
THE AD GAME

by **RUSS PATE**

THIS IS A  
SIMPLE  
BUSINESS



Right  
Right  
Right

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**Morris Hite**

“Nothing will drive a bad product off the market more quickly than a good advertising campaign.”

“Advertising remains a business of ideas.”

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## Morris Hite

“To establish a favorable and well-defined brand personality with the consumer the advertiser must be *consistent*.”

“There is more money wasted on advertising by under spending than by overspending.”

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The *Art* & **Science** of Advertising

## Morris Hite

“Repetition is necessary in advertising.  
Few people devote their  
full attention to an ad.”

“The idea must come first.”

“A good marketing person is a  
nosey so & so.”

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The *Art* & **Science** of Advertising

## Morris Hite

“What sort of person succeeds in  
advertising?

Someone who enjoys solving problems.

Someone interested in people and things.

Someone who is sales-minded.”



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Imagine for a moment  
just how easy an  
advertising sales job  
would be if...

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## The *Art* & **Science** of Advertising

CUSTOMER  
ANALYSIS  
ADVERTISING  
MARKET  
SALES  
PROMOTION  
PRICE  
INTERNET  
TARGET



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# Marketing

The activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

*American Marketing Association*

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# Marketing

Everything a business does to  
attract, educate and retain  
customers

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# Marketing

Marketing sits at the  
intersection of the business  
and the customer

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## The *Art* & **Science** of Advertising



## Advertising.



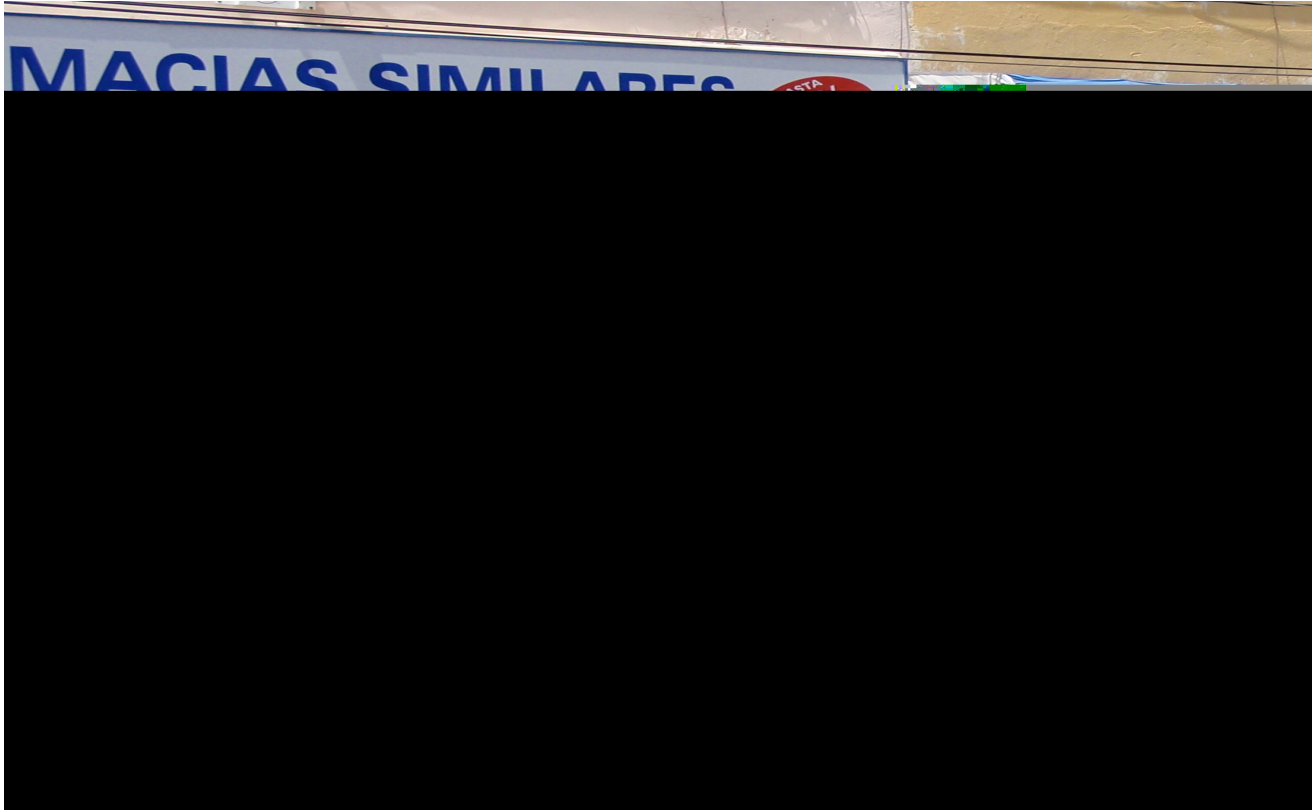
# Reality.





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## The *Art* & **Science** of Advertising



\$2,500,000,000



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\$11,500,000,000

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Right Way  
Right Now!

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# THE HOPPER



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## The *Art* & **Science** of Advertising

We built our agency on Purpose-Based Branding. A company's purpose is the difference the brand is trying to make in its consumers lives.

GSD & M

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## The *Art* & **Science** of Advertising

Ideas don't come from thin air. They take top-notch talent, research, valuable customer insight and talented people working together to meet and exceed customer's expectations.

*Ogilvy*  
home of the big idea

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## The *Art* & **Science** of Advertising

Some agencies push products, some sell ads. We tell truths. The truth, as you know, can set you free. It can hurt. It can make you laugh. It never fails to make you think, and it always makes you listen.

**THE  
RICHARDS  
GROUP**

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## The *Art* & **Science** of Advertising

From the way we recruit employees, speak to our clients and approach our work, everything we do at TracyLocke is **Buy Design**. It's not just how we think; it's how we behave. **Buy Design** is at the heart of our go-to-business process, utilizing **art and science** across interlocking centers of excellence:

# TracyLocke

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The *Art* & **Science** of Advertising

# What Does an Advertising Agency Do?

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BOZ  
ELL

Why are  
we talking  
about  
Hugh  
O'Brien?



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## What Does an Advertising Agency Do?

Plans, creates and executes  
advertising plans on behalf of  
businesses or organizations

Advertising Federation

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## What Does an Advertising Agency Do?

Thoroughly understands the  
business, the products and/  
or the services

Advertising Federation

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The *Art* & **Science** of Advertising

What Does an Advertising Agency Do?

Plans and organizes  
a media plan

Advertising Federation

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What Does an Advertising Agency Do?

Creates & Designs  
Ideas

Advertising Federation

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What Does an Advertising Agency Do?

Executes & Measures

Advertising Federation

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The *Art* & **Science** of Advertising

Advertising does not work!

You work advertising!

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## The *Art* & **Science** of Advertising

Advertising isn't cheap  
(and if it is buyer beware)  
so there often isn't room  
for making a mistake or  
having a dud!

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## The *Art* & **Science** of Advertising

What do you have in common  
with every ad?

The single most important  
function is to sell something.

*“Selling-Something” does not always mean that  
money immediately changes hands?*



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## The *Art* & **Science** of Advertising

Advertising is a vital part of every marketing plan.

However, advertising in and of itself, does not constitute the entire marketing plan.

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**The AD  
Pyramid**

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The *Art* & **Science** of Advertising

Branding in advertising is  
far more critically important  
to the success of a  
business than is uncertain  
attribution

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## The *Art* & **Science** of Advertising

Branding is used to develop the image or reputation of a business, which conveys a message of consistency and quality in a company's offerings

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Let's look at some  
brands and see how  
they are perceived

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## The *Art* & **Science** of Advertising



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**Walmart**  
**Save money. Live better.**



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## The *Art* & **Science** of Advertising





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## The *Art* & **Science** of Advertising



-\$850,000

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## The *Art* & **Science** of Advertising



-\$21 BILLION

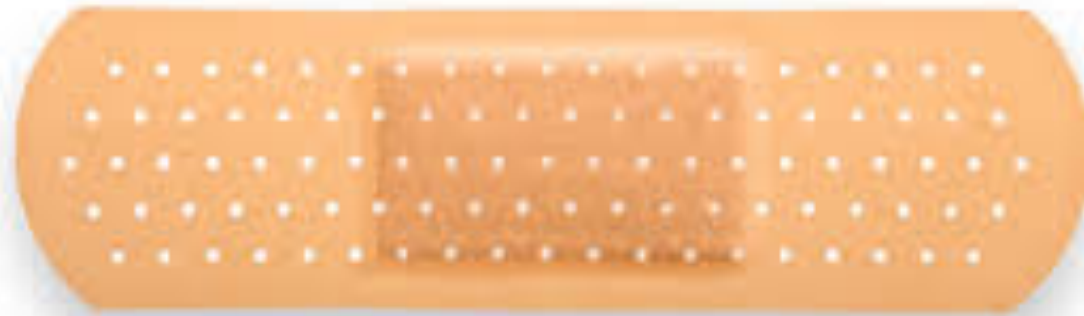
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## The *Art* & **Science** of Advertising



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**BAND-AID®**

---

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# 7 Branding Components



## Purpose

Every Brand makes a promise. What is it that the brand represents?

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# 7 Branding Components

## Emotion

Does it feel good to proclaim that  
the brand is yours?





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# 7 Branding Components

## Flexibility



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# 7 Branding Components

## Employee Involvement

It is vitally important that employees understand the brand and communicate, internally and externally





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# 7 Branding Components

## Loyalty

Reward loyal customers and  
employees that carry the

Brand Banner



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# 7 Branding Components

## Competitive Awareness

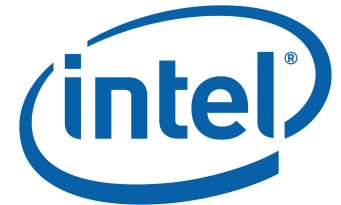


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## The *Art* & **Science** of Advertising



LANCÔME  
PARIS



# Merchandising



**MICHELIN**



**Hey you, yeah you...  
BIKE ME!**



**KELLY**

HOUSE OF HARLEY DAVIDSON

BILLERICA, MA



**To Bike me is to...**  
**LOVE ME!**



**KELLY**

HOUSE OF HARLEY DAVIDSON

BILLERICA, MA





# LEAVES BIKE MARKS !



**KELLY**

HOUSE OF HARLEY DAVIDSON

BILLERICA, MA



**2003 / 883 Sportster®**

# BIKE ME, AND I' LL BIKE YOU BACK !



## KELLY

HOUSE OF HARLEY DAVIDSON

BILLERICA, MA



# A BIKE AS BIG AS IT'S BARK !



**KELLY**

HOUSE OF HARLEY DAVIDSON

BILLERICA, MA

2003 / 883 Sportster®





**GO AHEAD, BIKE OFF  
MORE THAN YOU CAN  
CHEW !**



**KELLY**  
HOUSE OF HARLEY DAVIDSON  
BILLERICA, MA



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**BOGO!**

**30% Off**

3-Days Only!

**Call To Action**



**BLACK FRIDAY**  
AT BEST BUY  
NOVEMBER 29, 2013



**Fuel Discount!**



**SAVE 15¢  
Per Gallon**

*Limit 12 gallons*

**When You Buy 3 for \$6**

**All 12, 15.5 &  
FLAVORS! 16 ounce**

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The *Art* & **Science** of Advertising

# What does advertising do?

Educates consumers

Reassures current customers

Creates greater awareness

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# What does advertising do?

Continually extends an invitation

Competes

Works...

when executed scientifically and when clients  
know what "works" actually means

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# What does advertising do?

Introduces consumers to brands,  
businesses, products & services  
and offers the opportunity to build  
new customers for a lifetime

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# What does advertising do?

Builds confidence & trust

Returns the investment by helping to position a business in order to, build or strengthen their brand, better compete and increase their chances of capturing a greater Share of Market



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The *Art* & **Science** of Advertising

Why do businesses  
advertise?

Why should businesses  
advertise?



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## 6 Unique Ad Types

**Intrigue:** They try and capture your attention and pique your interest.



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## 6 Unique Ad Types

Emotion Setting: They create a feeling or an emotion in a person's mind.



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## 6 Unique Ad Types

### **Social Proof:**

They use happy customers to do the selling.



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# The *Art* & **Science** of Advertising

# 6 Unique Ad Types

## Immediate Purchase Driver:

# They ask for the action and make no bones about it



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## 6 Unique Ad Types

### Features & Benefits:

Appeals to folks who have analytical minds

A Feature is . . .	A Benefit is . . .
What something IS	What something DOES



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## The *Art* & **Science** of Advertising

# 6 Unique Ad Types

### Reminder:

Follows up with customers who have already gone through your sales cycle

**It's Time to RENEW**

**Roofing Contractor**  
DIGITAL EDITION

**CLICK HERE** to access your renewal form!

Our renewal cycle begins each May.  
Fill out the renewal form now to ensure your  
free digital subscription stays current!

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It is all about Share of Market.

The only way your customer can  
grow their business is to take  
business from their competition

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# Campaigns



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## The *Art* & **Science** of Advertising

Advertising **Campaigns** can, and often will, accomplish multiple objectives. But it is much easier to manage expectations if a **specific objective** is determined before the campaign is launched

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Your client likely needs  
your help to establish an  
**OBJECTIVE**  
prior to launching a  
campaign

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## Media Mix

Successful advertisers define the objective, they then choose the media mix. Because some media are better than others at accomplishing certain objectives

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The Objective is: **Awareness**

Create recognition of a  
particular business,  
product or service.

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The Objective is: **Educate**

Creates interest through  
relevant information

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The Object is: **Image**

Maintaining or improving  
brand, products or service  
perception

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The Objective is: **Direct Response**

Encouraging first-time or  
ongoing purchasing. Should be  
focused on creating customers  
for life

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## The *Art* & **Science** of Advertising

The development and retention of profitable customer relationships is **VITAL TO THE HEALTH OF EVERY BUSINESS**...Companies need to be concerned with the future revenue & profit streams associated with the ongoing satisfaction & retention of their core, profitable customer bases. The companies that **FAIL TO RECOGNIZE THIS TRUTH** overspend in marketing to acquire & retain less profitable, or even unprofitable customers and **DO NOT SPEND ENOUGH ON KEEPING PROFITABLE ONES**

Source: Harvard Business Review



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# EVALUATION OF MEDIA

## The Science

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EFFECTIVE

Do you reach the  
primary market ?

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EFFICIENT

Do you reach the  
market at a  
competitive price?

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# REACH

The number of different persons  
exposed at least once to an ad  
over a specific period of time

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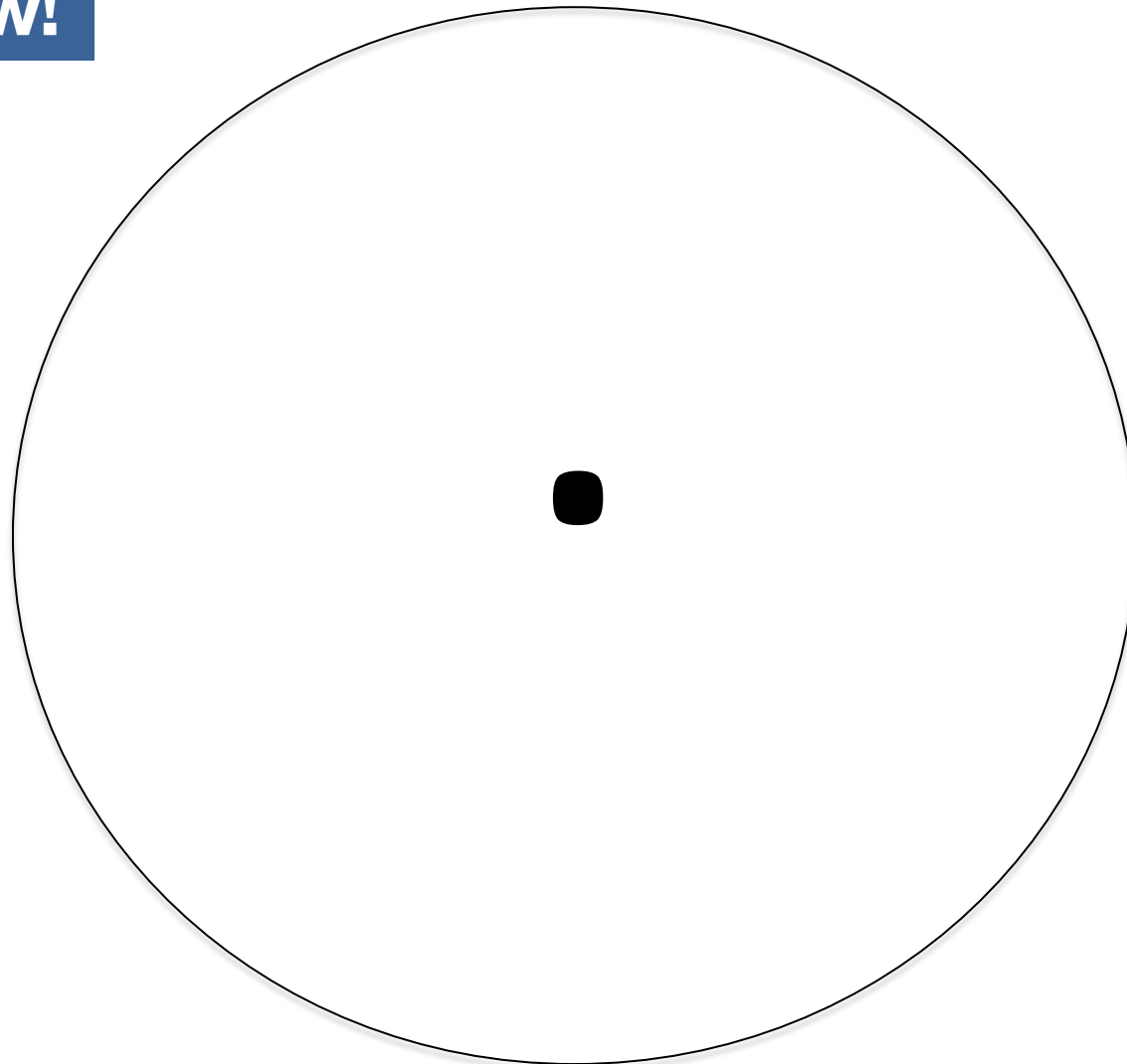
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# FREQUENCY

The number of times that a person is exposed to the ad among those REACHED in the specific period of time

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## The *Art* & **Science** of Advertising



The Circle Of Influence

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# Reality In Advertising

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# Most Expensive

The most expensive investment is in the beginning. The dollars become more efficient after a strategic and consistent campaign.



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# Clear Message

Deliver the main message but  
don't confuse the consumer.  
Simple is simply smart.

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# Consistent Message

Today's customer

Tomorrow's customer

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# Committed Message

Advertising does not work as quickly as you would like, but it also does not quit working until long after it has been abandoned

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# Full-Price Message

Smart Ad-People realize that  
**VALUE** in ads almost always  
overcomes objections to price

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# Confused Message

Businesses spend thousands on advertising only to discover that the consumer has no idea what the message or the brand is

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# Memorable Messages

Advertising Age stated that the average consumer is exposed to over 5,000 commercial impressions every day

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# Wrong Message

Many businesses spend 90% of their ad budget talking to the most disloyal 3% of consumers that care only about price.

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# Infrequent Message

Choosing to advertise  
infrequently is not only bad  
business it is a waste of  
good money.



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# Evergreen Message

If you are not continually  
telling consumers about your  
business, you are making it  
too hard to do  
business with you.

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# Lifelong Message

Businesses must build repeat,  
lifelong customers that are  
loyal and refer their friends

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# Control Message

A sound reason for a continuous advertising presence is the investment you are making in controlling the conversation about your business.

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# Educational Message

People do not like being sold but  
they do like being educated.

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Billions

Businesses in America will  
spend \$350,000,000,000  
annually on advertising efforts

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## The *Art* & **Science** of Advertising

Well prepared deep-sell advertising is an **investment** and is a good calculated risk. Advertising must be **planned** and should not be **impetuous**. It should be **budgeted** for just like salaries, utilities, supplies and other reoccurring “**mission-critical**” items.

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The *Art* & **Science** of Advertising

## Advertising Realities

Consumers will only react to an ad  
when they are in the market for the  
product or service

Lasting BRAND recognition will decline  
significantly unless it is continually  
reinforced

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## Advertising Realities

Advertisers can ask consumers as often as they wish but the stark reality is, as a general rule, people will not remember where or when they saw or heard any specific ad.



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## The Broad Market

The Broad Market is defined as:  
The amount of money that is going to be spent in a market in a specific category over a 12-month period.

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The *Art* & **Science** of Advertising

## The Thin Market

The Thin Market is defined as:  
The number of consumers that are  
going to take action in acquiring a  
product or service in a  
seven-day period.

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## The Effective Market

The Effective Market is defined as:  
The amount of money that is going  
to be spent **BY YOUR READERS** in  
a market in a category during a  
12-month period.

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Frequency

Frequency

Frequency

# THE WHOLE MARKET & THE THIN MARKET

JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER



**7 DAYS**



**7 DAYS**



**7 DAYS**



**7 DAYS**



**7 DAYS**



**7 DAYS**



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Frequency Frequency Frequency

## The Thin Market

Only a very small percentage  
consumers BUY any general  
merchandise or services in any  
seven-day period.

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Frequency Frequency Frequency

## The Thin Market

Shoppers for a specific item come into the market suddenly, remain in the market for only a few days and then quickly leave.

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Frequency Frequency Frequency

## The Thin Market

Advertising has its greatest  
effect in the hours  
immediately after being  
perceived.



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Frequency Frequency Frequency

## The Thin Market

In almost every merchandise and service category the percentage of adults **BUYING** in a given week is significantly less than 10%!

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Frequency Frequency Frequency

People have different  
wants & needs everyday

In half of all general merchandise  
categories measured the decision to buy  
and the actual purchase are made on the  
same day.

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## The *Art* & **Science** of Advertising Frequency Frequency Frequency

Reaches customers regardless of  
media engagement habits.

Just like exercising, advertising gets  
the best results over time. Each ad  
builds on prior brand recognition  
and momentum.

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Frequency Frequency Frequency

Higher than average results

A study conducted by the  
Ad Research Foundation found that  
more frequently advertised products  
resulted in higher profit per sale.

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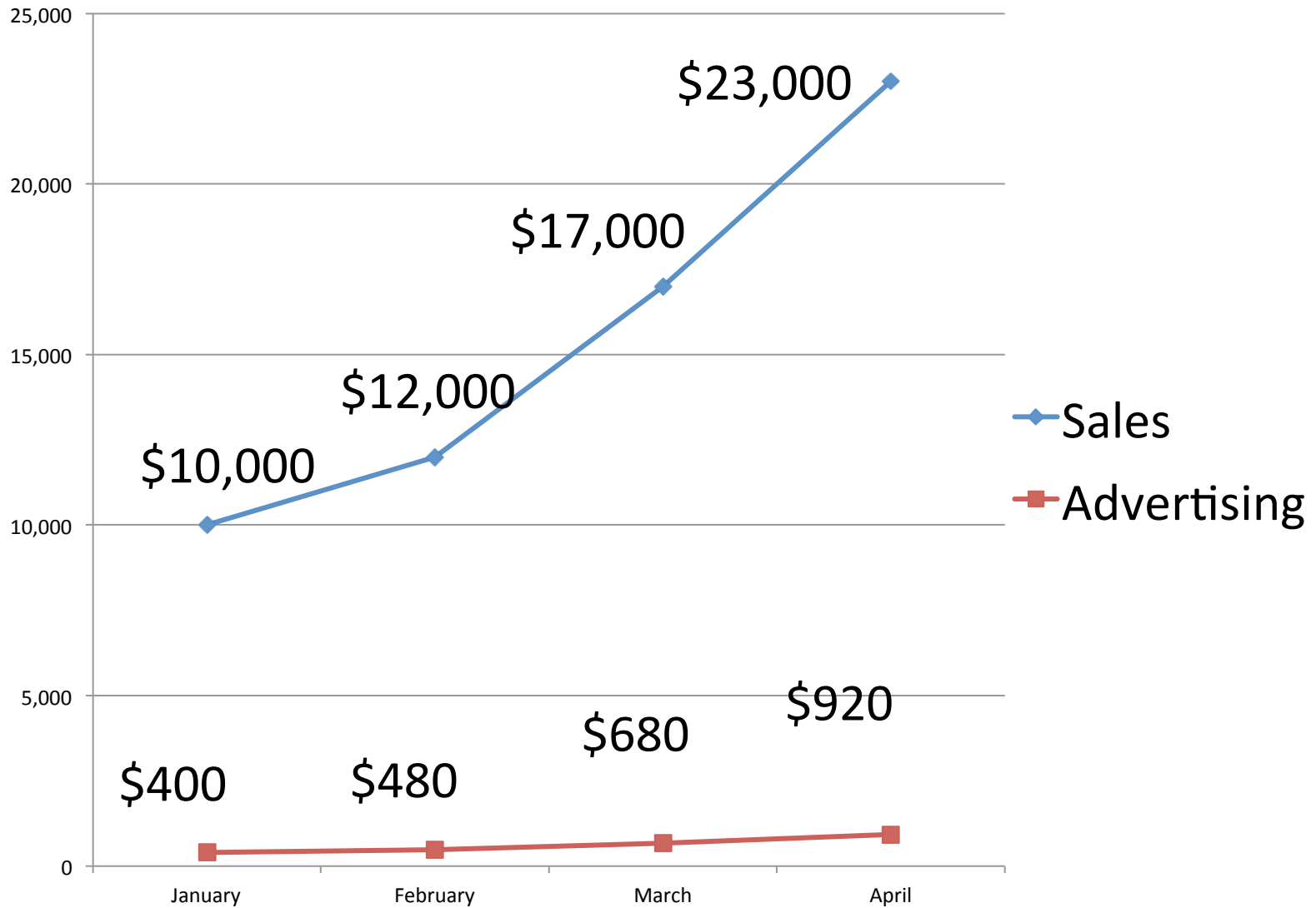
# The *Art* & **Science** of Advertising

Frequency Frequency Frequency

## Timing

Scheduling the biggest  
percentage of advertising  
during the busiest time of year  
will produce the  
greatest results.

# THE PLAN



ADVERTISING IS 4% OF SALES

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Frequency Frequency Frequency

People forget

80%

forget a message within

24 hours

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Frequency Frequency Frequency

## Better investment

A commitment to  
frequency drives the  
cost per ad down.



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Frequency Frequency Frequency

## Small Space Works

**Six-Inch ads** that run frequently  
are noted **59%** as often  
as **full-page ads** that run once.

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The *Art* & **Science** of Advertising  
Frequency Frequency Frequency

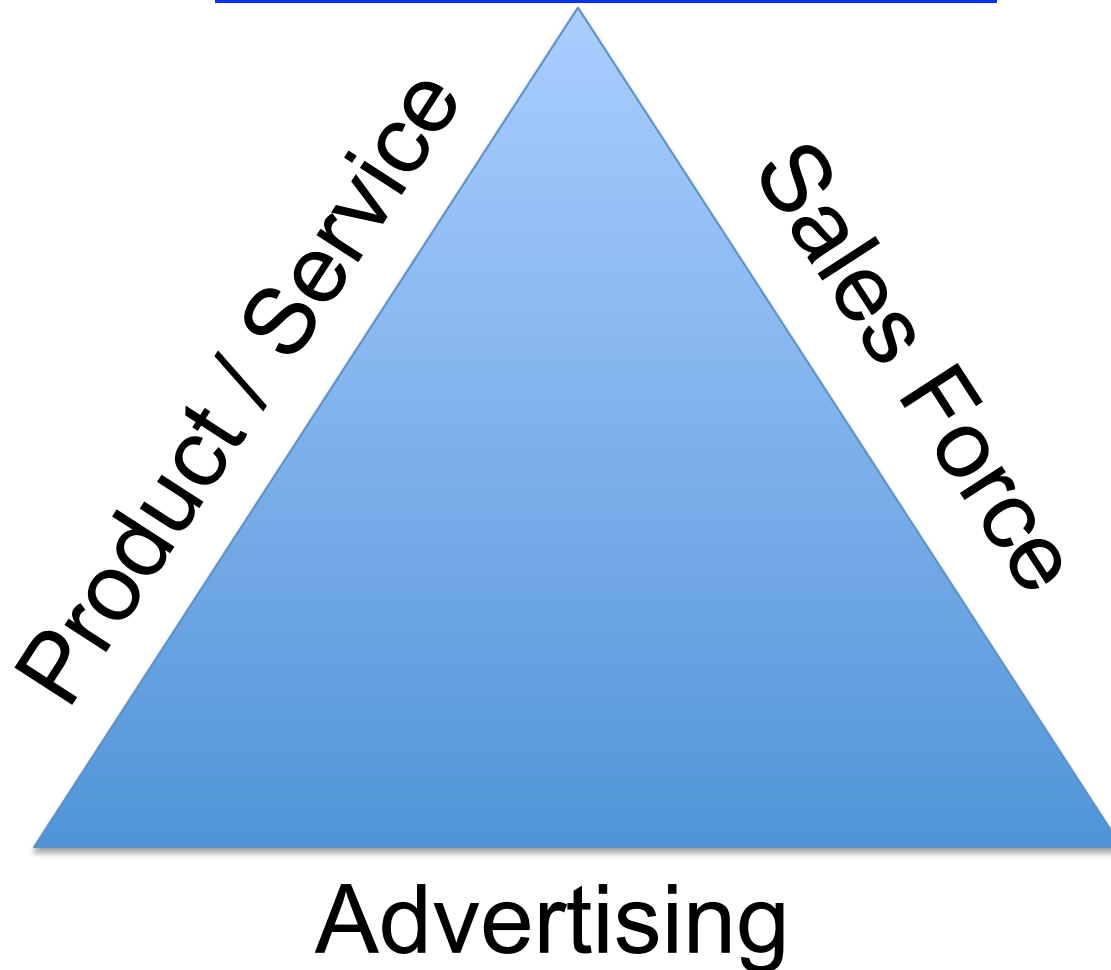
Then you don't need  
that sign out front

If clients have a sign in front of their  
business or on their vehicles, they  
already believe that a commitment to  
frequency is important.

Right Thing  
Right Way  
Right Now!

The *Art* & **Science** of Advertising  
Frequency Frequency Frequency

## A Balanced Plan



Right Thing  
Right Way  
Right Now!

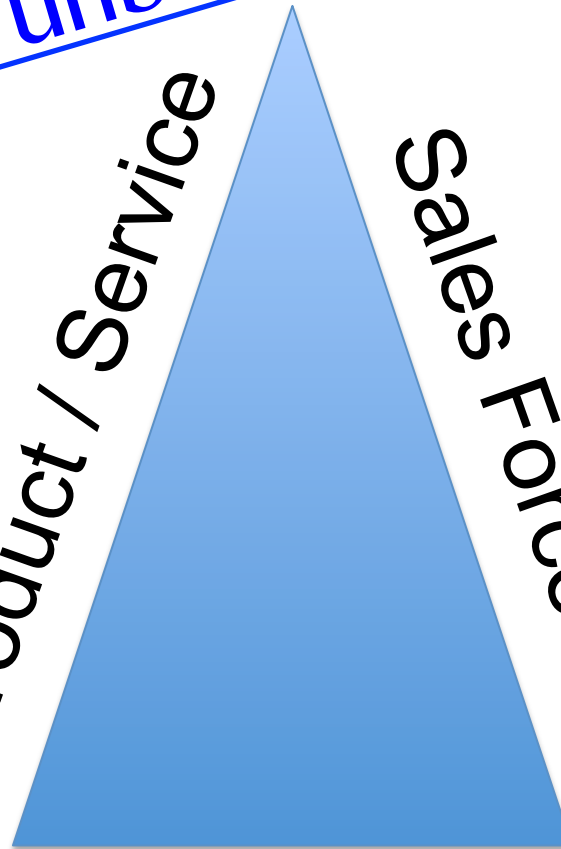
# The *Art* & **Science** of Advertising

Frequency Frequency Frequency

An unbalanced plan

Product / Service

Sales Force



Advertising

Right Thing  
Right Way  
Right Now!

The *Art* & **Science** of Advertising

Always think in terms of what is in  
the best interests of the client.

Right Thing  
Right Way  
Right Now!

## The *Art* & **Science** of Advertising

You are presented with a  
wonderful opportunity to  
professionally guide the client in  
the direction they need to go.

**Right Thing  
Right Way  
Right Now!**

The *Art* & **Science** of Advertising

The purpose of business  
is to **create and keep**  
customers. All business  
activities must be  
focused on this **single**  
**purpose.**

**Right Thing  
Right Way  
Right Now!**

## The *Art* & **Science** of Advertising



Baby Boomers will make up  
 $\frac{1}{2}$  of the population by 2017  
and possess 70% of the  
nation's disposable income.



**Right Thing  
Right Way  
Right Now!**

The *Art* & **Science** of Advertising

No matter how long you have been doing what you have been doing, the question is; “What are you going to do if things change beyond your willingness or ability to adapt?”

**Right Thing  
Right Way  
Right Now!**

The *Art* & **Science** of Advertising

What may happen once you educate your prospects and clients about the art & science of advertising?

*They may go somewhere else, unless you have a plan that helps to solve the problems you have identified.*

Right Thing  
Right Way  
Right Now!

The *Art* & **Science** of Advertising

# Thank You