

Right Thing

Right Way

Right Now!

**Right Thing  
Right Way  
Right Now!**

“Human beings are almost unique in having the ability to learn from the experience of others. They are also remarkable in their apparent disinclination to do so.”

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It's a Matter of Trust

“For every thousand  
people hacking at the  
leaves of evil, there is  
one striking at the  
roots”

Henry David Thoreau

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**The Key to All  
Power is  
Understanding**

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**Imagine for a  
moment just how  
easy your job  
would be.**

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# What is a Business

To know what a business is we have to start with its purpose. 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.

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Right Now!

# The Art & Science of Advertising

**Right Thing  
Right Way  
Right Now!**

The Art & Science of Advertising

**You must learn  
how to  
effectively  
Manage Client  
Expectations.**

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# What is Marketing?

*Everything a business  
does to attract, educate  
and retain customers*

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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

*Marketing sits at the  
intersection of the  
business and the  
customer.*

**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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# THE HOPPER

**Right Thing  
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# What Does an Advertising Agency Do?

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**Why are we  
talking about  
Hugh O'Brien?**

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**GSD&M**

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.

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# Ogilvy Mather

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 customers' expectations.

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# The Richards Group

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.

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## The Art & Science of Advertising

**What Does an Advertising Agency Do?**

**An Advertising Agency plans, creates and executes advertising plans on behalf of businesses or organizations.**

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## The Art & Science of Advertising

**What Does an Advertising Agency Do?**

**Thoroughly Understands the  
Business, the Products and/  
or the Services.**

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## The Art & Science of Advertising

**What Does an Advertising Agency Do?**

**Planning and  
Organizing a  
media Plan.**

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## The Art & Science of Advertising

What Does an Advertising Agency Do?

**Designing & Creating  
Ideas.**

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## The Art & Science of Advertising

What Does an Advertising Agency Do?

**Executing &  
Measuring.**

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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 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 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

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

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Call  
to  
Action

Merchandising

Branding

The AD  
Pyramid

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## The Art & Science of Advertising

# What does advertising do?

Educates consumers

Reassures current customers

Builds & creates greater awareness

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## The Art & Science of Advertising

# What does advertising do?

Continually extends an invitation

Competes

Works, when executed right and when you know what "works" actually means

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## The Art & Science of Advertising

# What does advertising do?

Builds confidence & trust

Returns the investment by helping to position a business to better compete and grow Share of Market

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## The Art & Science of Advertising

# What does advertising do?

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

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## The Art & Science of Advertising

**Why do businesses  
advertise?**

**Why should businesses  
advertise?**

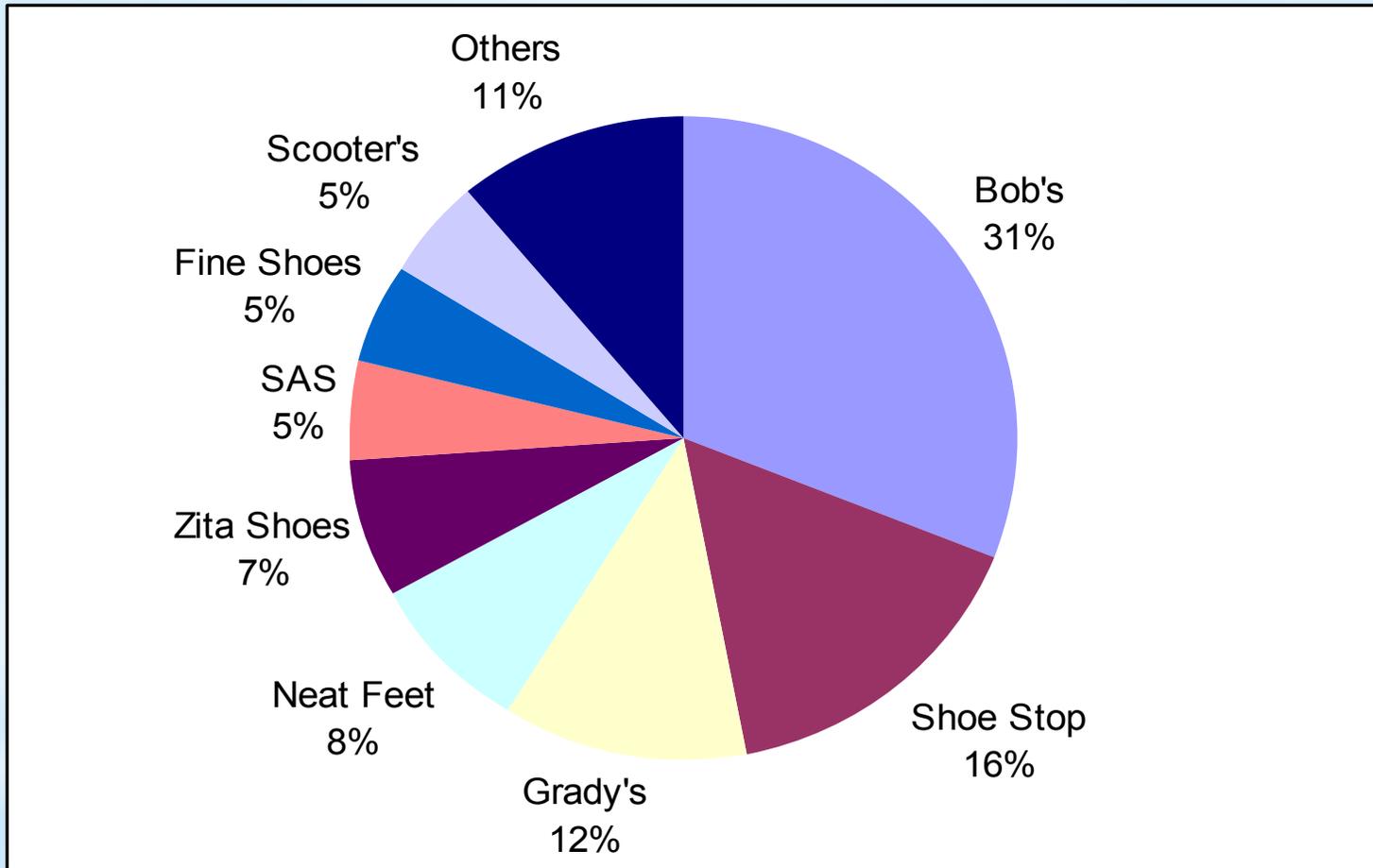
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## The Art & Science of Advertising

*It is all about Share of Market.*

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

# Shoes Share Of Market



*How much of the pie will your customer get?*

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**How To Make Commitments  
Work With Science**

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## The Art & Science of Advertising

Campaigns can, and often will, accomplish multiple objectives but it is much easier to manage expectations if a specific objective is determined beforehand.

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## The Art & Science of Advertising

Your must help your client  
establish an **OBJECTIVE**  
prior to launching a  
campaign.

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## The Art & Science of Advertising

# Establish the Objective

*Successful advertisers  
define the objective,  
then choose the media  
mix.*

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## The Art & Science of Advertising

The Objective is: **Awareness**

*Creating recognition of a  
particular business, product or  
service.*

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## The Art & Science of Advertising

The Objective is: **Educate**

*Creating interest through  
information.*

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## The Art & Science of Advertising

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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# EVALUATION OF MEDIA

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EFFECTIVE

Do you reach the  
primary market ?

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EFFICIENT

Do you reach the  
market for less per  
consumer than anyone  
else ?

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# REACH

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

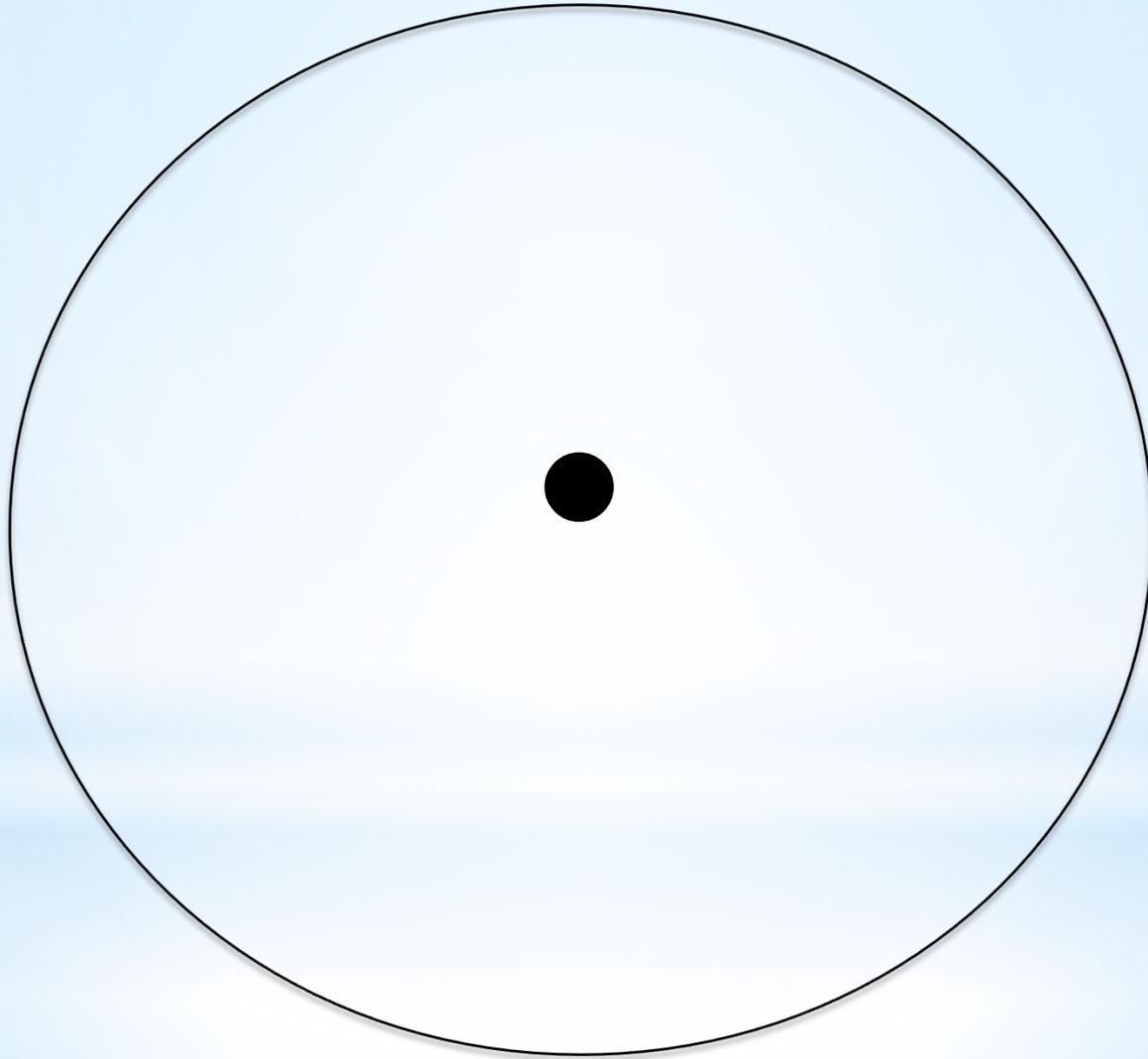
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# FREQUENCY

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

# The Circle Of Influence



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# Science In Advertising

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# Most Expensive

*The most expensive investment is in the beginning. The dollars become more efficient after an extensive 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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# Inform Message

*Educated consumers  
buy more than  
uneducated  
consumers*

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# Confused Message

*People spend thousands of dollars opening a business and few dollars telling the market that they are open*

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# Cluttered Messages

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

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# Billions with a “B”

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

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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  
money.*

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# Infrequent 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 them to their  
friends*

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# Control Message

*A great 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

*Most people do not like being  
sold but they do like being  
educated & educated people  
buy more than uneducated  
people*

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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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# Why Frequency Matters

## 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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# Why Frequency Matters

## 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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## Why Frequency Matters

### The Broad Market

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

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## Why Frequency Matters

### The Effective Market

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

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## Why Frequency Matters

### 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 any seven-day period.

# THE WHOLE MARKET & THE THIN MARKET

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



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# Why Frequency Matters

## The Thin Market

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

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# Why Frequency Matters

## 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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# Why Frequency Matters

## The Thin Market

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

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## Why Frequency Matters

### The Thin Market

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

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## Why Frequency Matters

People have 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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## Why Frequency Matters

Reaches customers regardless of reading habits.

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

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## Why Frequency Matters

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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# Why Frequency Matters

## Timing

*Scheduling the heaviest part  
of your advertising during your  
busiest time produces the  
greatest results.*

# THE PLAN



**ADVERTISING IS 4% OF SALES**

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## Why Frequency Matters

People forget

*How quickly do people forget? 80% forget a message within 24 hours.*

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# Why Frequency Matters

**Better investment**

*A commitment to  
frequency drives the  
cost per ad down.*

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# Why Frequency Matters

## 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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# Why Frequency Matters

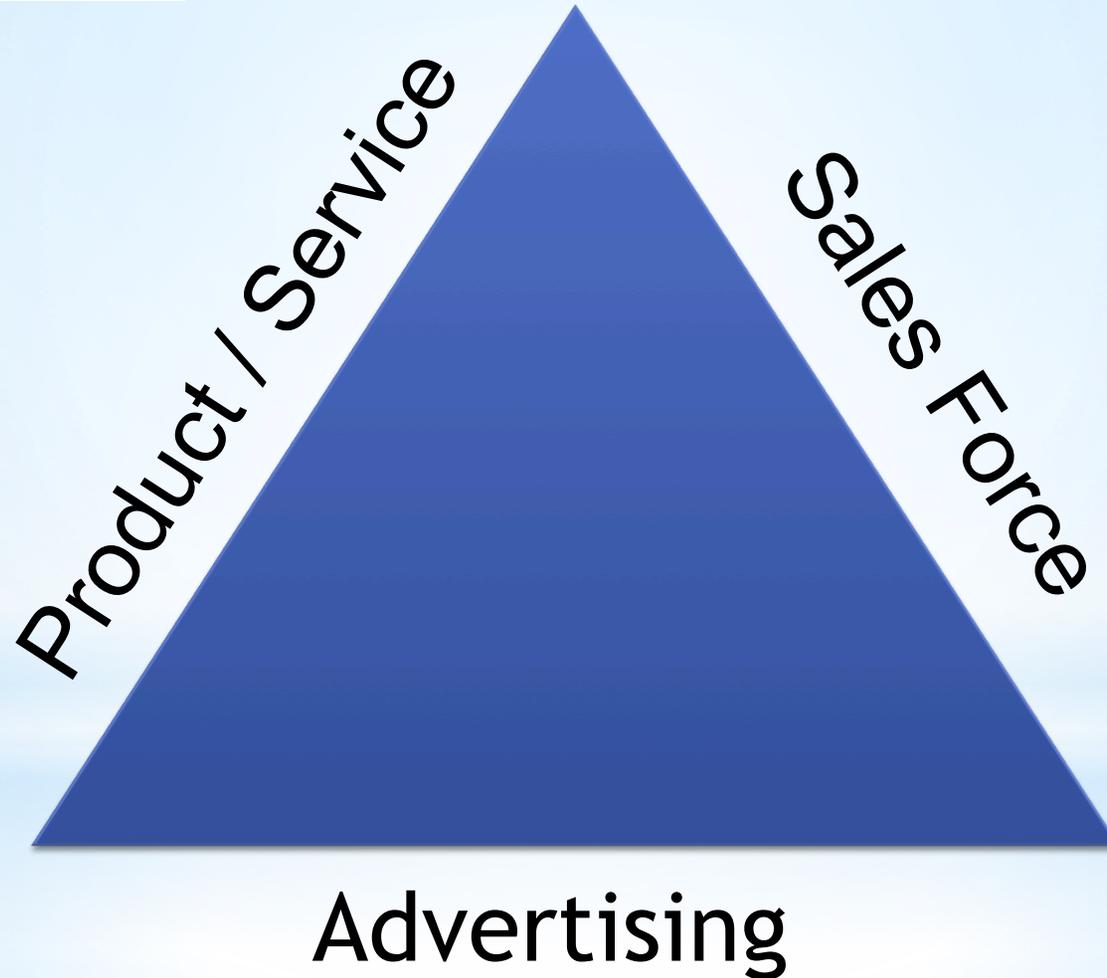
## Why have a Sign?

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

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# Why Frequency Matters

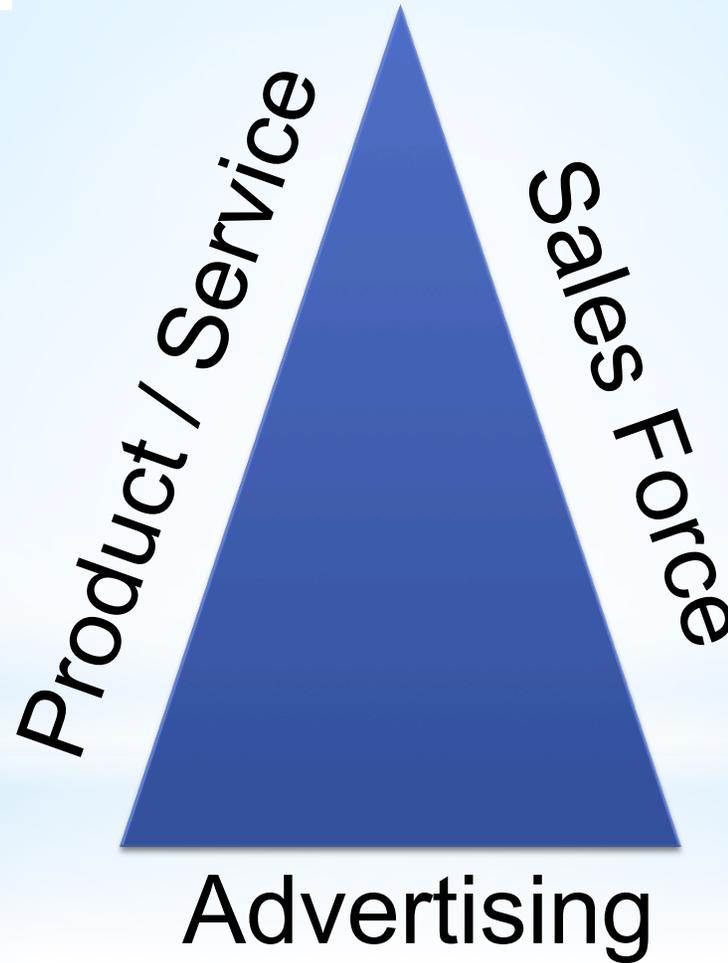
Balance



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# Why Frequency Matters

Imbalance



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## Why Some Ads Fail

Confusing reaction with Objectives

*Many advertisers evaluate their ads by the comments they hear from the people around them.*

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Expectations

What Customers Expect from you

**INDEPENDENT THINKING**  
You represent their interest  
first, not yours.

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Expectations

**What Customers Expect from you**

**COURAGE**

**Can you be trusted to  
tell them the truth and  
do the right thing?**

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Right Now!**

Expectations

**What Customers Expect from you**

**PRIDE**

**You are not there to  
beg, you are there to  
build.**

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Right Now!

Expectations

What Customers Expect from you

**CREATIVITY**

Customers do not have  
time to create, it is your  
job.

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Expectations

What Customers Expect from you

**CONFIDENCE**

Customers take a risk  
when they do business  
with you. Make sure  
you deliver with  
confidence

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Right Now!**

Expectations

**What Customers Expect from you**

**EMPATHY**

**Look at things through the client's eyes. They want you to understand their business and their situation.**

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Right Now!**

Expectations

**What Customers Expect from you**

**HONESTY**

**Above all, clients expect  
you to be honest.**

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etc.

## What Customers Expect from you

*Relationship* Customers expect your company to become more knowledgeable & skilled in serving them over time as a result of experienced results.

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Expectations

For the most part the difference between they who change behavior and they who do not, is a compelling sense of purpose

etc.

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

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

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etc.

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

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etc.

The measure of your life will not be based on what you accomplished. Rather, the measure of your life will be measured solely, on what you were able to overcome.