



“Creative Strategies That Can Turn the Tide”

“Creative”. An interesting word when used in the advertising context. Most of us like to think something is “creative” if it does what it is supposed to do (i.e., sell something) or is extremely innovative (i.e., sells something AND doesn’t cost an arm and a leg); but I have know some of those shinney-toed, silk-suited, silver-tongued, etceteras from the advertising industry who believe that something is creative only if it wins awards from their peers. If it happens to sell product (God forbid!) ... so much the better.

Well, I am here to tell you that you don’t need to go for a walk through a cow pasture any longer. No, sir. We’re going to strip away the secret from the term “creative” right before your eyes. We’re going to draw sabres and cut a swath through the on-rushing hordes. What we are going to do is help you SELL more of whatever it is that you market ... and listen for the weeping and gnashing of teeth from the so-called “professionals”.

First, let’s set some groundwork that has to be done before anything else can be addressed:

You have to know your product(s); How is it different from anybody else’s; Who your market is and why they buy; Why they should buy from you.

Seems simple doesn’t it? And that’s the ultimate key - Keep It Simple, Stupid! (Remember: “KISS”?). Why? Because there is more advertising out there competing for your customer that there are fleas in a pack of hounds. Here’s an example:

Over \$100 billion is spent on advertising annually; It works out to over \$400 for every man, woman and child in the country; These dollars buy roughly 560 messages per day, per person; Of these 560, people will “recall” only 76; Of these 76, only 12 will be “remembered”; 3 of the 12 will be remembered negatively.

ONLY 2% (9) WILL BE REMEMBERED POSITIVELY!

You have to be in that 2% or you are wasting your money. And no matter what media you use, if your “creative” product isn’t right - you’re wrong.

On the surface it does seem awful simple and that might explain why everybody is an advertising expert, why everybody thinks they can “create” an ad better than anyone else. It’s kinda like eatin’ and cookin’. Everybody knows how to eat, and think they know what’s good, so they cook what they like to eat but can’t get anybody to eat what they cook. What you have to do is find out what they want to eat and cook that.

Same with advertising.



Advertise what people are buying (want, need, use = volume); tell them why they should buy it from you (price, convenience, quality, service); tell them in their own words (targeting); and tell them who you are and where you are.

Most people scan ads, they'll stop and look/read/listen if something catches their attention. If their curiosity is piqued, and they like what they see or hear, they'll "remember" it. That's where you want to be. If people remember, it is because you have told them something they did not know before or needed to be reminded of. And remember, not everybody wants to buy what you have to sell; and not everybody who wants to buy, wants to buy it today. Advertising has a cumulative impact - a person needs to see or hear an ad three or four times before they start to notice it. And you might have to run that ad eight to twelve times before it reaches everybody you want. In fact, studies have shown that the better ads keep producing after years of use without any changes.

The reason there are so many new ads all the time is because the people who place them get tired before the target does (not to mention the fact that ad agencies make more money on production than media. So, the more ads they make for you ...). Everytime I hear someone say "the last ads I ran really worked, now we're doing a whole new series..." is like handing me a lemon to suck on. Why change horses in the middle of the stream unless you want to get wet?
