


Managing the Creative Process

PART 2

Section 16

1




7 Rules of DM Copywriting

- 1. Promise a benefit in your headline
- 2. Immediately enlarge the benefit
- 3. Tell the reader exactly what they will get
- 4. Back up your claim with the proof & endorsement
- 5. Tell the reader what he might lose if he doesn't act
- 6. Re-phrase your prominent benefits in your closing offer
- 7. Insight action and do it NOW.

2

• Exhibit 11-1
See Page




Selected Advertising Appeals

Approach Needs	Selected advertising appeals	
	Rational	Emotional
Self-Actualization	Opportunity for more leisure Efficiency in operation or use	Ambition Avoidance of laborious task Curiosity Entertainment Pleasure of reaction Simplicity Sport/play/physical activity
Esteem	Dependability in quality Dependability in use Enhancement of earnings Variety of selection	Pride of personal Pride of possession Style/beauty Taste
Social	Cleanliness Economy in purchase	Cooperation Devotion to others Guilt Humor Home comfort Romance Sex attraction Social achievement Social approval Sympathy for others
Safety	Durability Protection of others Safety	Fear health Security
Physiological	Rest or sleep	

Slide 65

3




Design Tips*

- establish a “personality” (style, tone, attitude)
- minimize text & use custom icons
- don’t overload a page
- selective animation (link to “plug ins”)
- add interactive features
- email feedback
- homepage button at top

Don't Forget...

Design based on what your psychographic segment values


4



First Rule of Copy

- They Don't Care About...
 - You
 - Your Company
 - Your Marketing Goals
 - What You Want to Sell Them
- They Only Care About Themselves


5



How to Fix Broken Copy Platforms

- Talk About Them, Not You
- Turn up the Heat
- Turn FAB into BAF
- Don't Save the Best for Last
- Avoid Advertising in an Envelope


6



How To Fix Broken Copy Platforms

- Use Words That Sell
 - Understand, proven, health, easy, guarantee, free, complimentary, money, safety, save, new, love, discover, right, results, truth, comfort, proud, profit, deserve, happy, trust, value, fun, vital, approve

7



How To Fix Broken Copy Platforms

- Avoid The Deal Killers
 - Cost, pay, contract, sign, try, worry, loss, lose, hurt, buy, death, bad, sell, sold, price, decision, hard, difficult, obligation, liable, fall, liability, failure

8

How To Fix Broken Copy Platforms



- One-Step Programs
- The More You Tell, The More You Sell!
- Merchandise the Offer
- Sell the Product
- Handle all Objections
- Close the Sale
- Offers and Benefits in the Letter, Move Features and Advantages to the Brochure


9

How To Fix Broken Formats & Layouts



- Ugly Works!
- Clutter Works!
- Billboards, HotZones & Dingbats
- Use Hot, Primary Colours-Kill the Pastels
- Reverse Type-NEVER!
- Courier Vs. Times Roman-The Letter Should Always Look Different than the Brochure


10



Citibank Singapore Case

<p>MARKETING SITUATION 1992</p> <ul style="list-style-type: none"> • explain environment- cautious culture especially with a foreign bank • possible obstacle was media attention to the overheating & overvalued Chinese economy • first unit trust investment trust launched in Singapore (minimum \$10,000 investment) <p>TARGET AUDIENCE/CLUSTERS</p> <ul style="list-style-type: none"> • 38,000 total number, 18,000 current customers plus 20,000 Mercedes Owners/golf club members • segmented clusters by high end associative/lifestyle select • key consumer insight- cautious investors • need \$10,000 to invest to qualify 	<p>BUSINESS OBJECTIVES</p> <ul style="list-style-type: none"> • generate \$10 million in year one • attract new deposit customers to Citibank <p>Question</p> <ul style="list-style-type: none"> • Is this realistic? • What do we do next in the marketing planning stage?
---	---


12



Pro Forma Calculations

- Target Audience of 38k
- Set test budget at \$26k
- Two Step sales process
 - contact investment specialist
 - convert

13



Sol'n = Classic Direct Mail Package

- Highly targeted & “qualified”
- Simple offer & low barrier to entry
- Emotive
- Simple but elegant creative

14



Basic Envelope




The image shows the back of a white envelope with three postage stamps in the top right corner: a circular 'JWT' stamp, a circular 'SINGAPORE 22 7 94' stamp, and a rectangular 'SINGAPORE 0000' stamp. A gold-colored band runs horizontally across the bottom of the envelope, featuring a white graphic of a hand holding a pen and the text 'to see your investments in a new light'.

15

Letter

Canford, N.S.
Robinson Road
05 Box 009
Singapore 10006
Hot Line
1874 225 5225



Mr Steven Liew
10, Hua Guan Ave
Bt Tisiah
Singapore 2057

Citibank is at the forefront of innovation in bringing you new products which anticipate developments in world economies.

You are surely aware that China is already attracting masses of foreign investments by governments, industry and business.


Now, for as little as S\$10,000, you too can participate in the growth of China - the fastest expanding economy in the world.

Citibank has teamed up with Credit Lyonnais International Asset Management - a leader in fund management - to bring you the Regional China Fund, the first of its kind in Singapore.

At Citibank, we recognise that different people have different investment needs. This is why we have specially trained officers who can help you to gauge if this fund is suitable for you.

To make an appointment with one of our officers, or for any further enquiries, please call our 24-hour CitiPhone Banking on (1800) 225-5225 or return the enclosed request form by mail or fax.

Yours sincerely,



Spencer Chan
Director

In the light of new developments

Today, China has the fastest growing economy in the world. And Citibank makes available an opening to invest in this growth.

With a population of 1.3 billion and an enormous amount of natural resources, China has immense potential for further growth.


The emergence of this Asian giant is now being felt throughout the Asia-Pacific region.


In fact, any company with significant business links to China can benefit from her growth. These companies are listed on many of the world's leading stock markets.

Now, you can be a part of it all. In the past, this was not possible - China was closed.

Today, the hidden curtain is opening further. Just a billion people are now looking to foreign imports for new consumer products, technology, services and trade.

Through the first China fund in Singapore, you too can share in the growth opportunities as China's markets expand. The C.I. Regional China Fund is managed by Credit Lyonnais International Asset Management, and it is available through Citibank, the world's leader in global banking.







BOX

18

With as little as \$10,000, you can invest in the C.L. Regional China Fund.

Credit Lyonnais' experienced managers will invest not only through the stock exchanges in China, but more importantly throughout the regional markets, which are benefitting from China's growth.

They will be investing in companies that have already established a strong relationship with China. Companies that produce and/or market their products specifically to satisfy the appetite of the new economic giant. Companies whose shares have the potential to increase in value due to their business links with China.

These are companies, which in many cases, have demonstrated solid performance in their local stock markets. For example, Hong Kong, Korea, Malaysia, Singapore and Taiwan.

The C.L. Regional China Fund is a unit trust: a pool of money managed by a team of investment experts. To invest in a unit trust, you put your money into the pool by buying a number of units.

When the stocks perform well, and their total value increases, the value of your units grows.

For instance, you could buy 10,000 units in a unit trust at \$1 each. The unit trust could grow in value and a year later, your units could be worth \$1.15 each.


Your capital would, therefore, have grown by 15%, giving you a \$1,500 profit.

Now, how do you buy or sell unit trusts?

As with foreign currencies, there's always a 'buy' and a 'sell' price. The price at which you buy your units is called the 'offer' price. All prices are in Singapore dollars. They are calculated daily and quoted in the major newspapers.

As stock prices fluctuate constantly, the value of a unit trust may go down as well as up. But, statistics indicate that over the long term, stock markets tend to outperform time deposits.

Brochure




Should Citibank be Happy?

- response rate 5.8% close or conversion ratio= 52%
- number of new customers 1084 Average invested by new customers \$83,025
- raised total of \$90 million in one month
- total net profits \$881,086
- 1 Year ROI over 3000%

Cost Efficiencies


- cost per prospect \$0.72
- cost per qualified lead \$12.49
- cost per new customer \$24

20




Altamira RESP

- Envelope is colorful and has offer which will increase open rate
- Letter has offer in Johnson box and is large and colorful
- Offer card provides an incentive to participate in survey and helps to gather information




21



“Make Your RRSP Go the Distance”**

- Oversized classic direct mail package
 - 8.5 x 11
- Used same hands imagery as in previous print advertising
- Attractive envelope; plan offer is highly visible
- Booklet, has graphs, offers, and call to action
- Insert has two different ways to gather information about the client
- mail drop Jan 15, 2003



Plus adv, email stream & fund report mailing

ScotiaBank “The Vault”






Old vs. New







23

Integrated Retention Campaigns




- Controlled number of contacts varies by customers value
- Everyone receives welcome kit & anniversary packages
- Selective mailings
 - HVC Special holiday offers
 - Grooming surveys





24




Orange “Wildfire” Cross-Sell Campaign

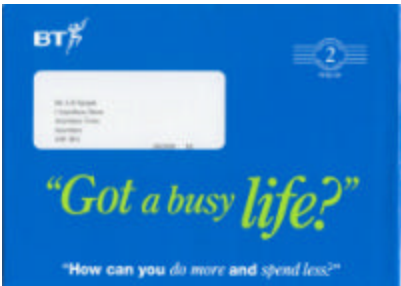
Targeted Mail <ul style="list-style-type: none">• Target: heavy users of answer phone services (20% of base)• Innovative “talking mail” pack vs text letter• demonstrate friendly “Virtual Secretary” to make people's lives easier• Components<ul style="list-style-type: none">– foil package– CD demo• Timing July 1999	Brand <ul style="list-style-type: none">• invested
--	---

Add screenshot


25



British Telecom Retention

<ul style="list-style-type: none">• Huge campaign<ul style="list-style-type: none">– (11 million pieces)• Selectively lasered classic mail package with folded letter• over 11,000 combinations• OBTM campaign	 <p>The image shows a blue mail piece with the BT logo in the top left and a '2' in a circle in the top right. The main text reads "Got a busy life?" in a yellow, cursive font. Below it, in a smaller white font, is the slogan "How can you do more and spend less?". A white rectangular area in the upper left contains some illegible text.</p>
---	---

26




Bell's Permission Email

- Key “grooming” channel for new & current customers
- Pre-testing mail offers in email
- Fast campaign cycles & instant measurement
- Add Excitement with Contests
- Customer profile info
 - profile by channel (to see quality)
 - Event based triggers
- IMC Lift (email followup)

27





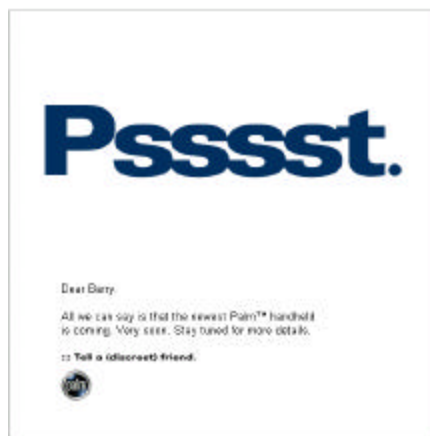
E-Teaser & Prompt for a Product Launch

Part 1 – Pre Launch

Objective / Background:

- Stimulate interest in new
- \$479 price
- Sent to over 3 million opt-in customers

3



To unsubscribe from future e-mail services to follow regarding Palm's upcoming product releases visit: palm.com, or simply reply to this message with "unsubscribe" at the request line of the message. You may also receive other communications from Palm. If you do not wish to receive any more, please contact us at privacy@palm.com.

©2004 Palm, Inc. All rights reserved. | Palm.com | Palm.Store | Palm.Others



Xerox

A client for almost 14 years, our relationship with Xerox has transcended traditional boundaries. We developed a whole new way to sell to their customers called DCI which became the lead corporate turnaround strategy for Xerox Canada. Xerox is a great example of the power of a strong client / agency relationship.




29


Dudes Case



31

Questions




inbox

32