

# Advertising Fax

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## ESTABLISH YOUR OBJECTIVES BEFORE YOU ADVERTISE.

Before you develop an advertising campaign, decide what goals you want it to accomplish. This way, everyone can work toward achieving the same results. Advertisers often neglect to establish an overall objective, thereby creating uncertainty and confusion among the staff.

Some typical advertising goals might be:

- Establishing product image
- Increasing sales
- Creating market awareness
- Maintaining an awareness level
- Providing backup for sales personnel

After you establish an overall goal, decide how you will measure it while the campaign is still in progress. Your evaluation will not be as objective after the campaign is over.

The most accurate way to evaluate your campaign's impact is to measure the results against your initial goals. See if the program fulfilled company expectations. All of your efforts should be measured by this standard.

It isn't always necessary to create a new objective each year. Some objectives are longer range and might take several years to attain. It is important, however, to reevaluate your objectives each year to ensure their validity.

## PURSUE THE BENEFITS OF CORPORATE ADVERTISING.

Corporate advertising can be just as effective as "brand" or "product" advertising when it's done well. Managers often criticize this approach because the selling technique is not as aggressive. However, poor results can be avoided with careful planning.

Here are some tips on how to create successful corporate advertising:

- Establish a long-term commitment to advertising. It takes a long time to develop a relationship with your audience. This is why you see some corporate programs lasting years instead of months.
- Keep your advertisements simple, honest, intelligent and specific. Consumers become bored with information that is vague, self-serving or meaningless to their lives.
- Work with an advertising agency that understands the full potential of corporate advertising.

Corporate advertising does more than just develop an image for your company. It drives the sales of products and services by influencing customers. In fact, corporate advertising can even have a great impact on employees, investors and governments. It stands to reason that, when people know a company well, they are more likely to favor it.

## COMMUNICATE ONE MAIN IDEA IN ADS.

The most effective advertisements communicate one simple idea that's easy to remember. People usually remember only concepts, not specific information. So it's important to cut out any extraneous information.

A great way to plant an idea in your customer's mind is to use a slogan or a tag line. These lines are easy to remember, as long as they're not complex or wordy. And, because they have to be short, there's not much room for unnecessary information.

If you have trouble figuring out how much information people can remember, edit the copy until it contains only essential material. Then cut out another 20 percent. Advertisers often overestimate the value of their information.

The ad copy is not the only part that should express one simple idea. The headline and graphics must also communicate information clearly. The whole ad should work as a cohesive unit, supporting the main idea. The key to success is saying one thing, and saying it well.

## THE NEED TO CHANGE YOUR CUSTOMERS' PERCEPTIONS.

Knowing how your customers perceive your company can help you design a more effective marketing strategy. Sometimes the way companies think customers view them is drastically different than the way they really do.

For example, even though your company may have improved its products and services, your customers might still view them as they were before. In this case, you're stuck with your past.

It is believed that about one-third of what the average customer thinks he knows about a product or service is out of date. You can benefit from efforts to change this perception.

The reason companies fall behind in updating their image is because they are too close to their own work. They assume a familiarity that does not exist. Look closely at the developments your company has made and communicate those achievements to your audience.

## BRANDING ISN'T A NEW CONCEPT.

The marketing strategy identified as "branding" or "brand building" has been with us a long time. Branding, as it applies to business-to-business advertising, simply acknowledges the fact that business buyers react favorably to product names they recognize and trust. Your typical b to b specifier is no more (or less) rational in his purchase decisions from 8 to 5 than he is shopping for himself after work.

The message is: don't neglect the importance and value of your brand when advertising to an industrial buyer. He is human and thinks like a human 100% of the time.



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