

# DIRECT FORUM

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Direct Forum is a free email newsletter containing useful direct marketing tips, news updates and how-to information. It's convenient, informative and I am not trying to sell you anything!

- 1. Some of the best ideas** did not just come out of **thin air.**
- 2. One more great campaign** worth noting.

- 3. Finally, a call to action:**  
**Get something for nothing.**

## Some of the best ideas did not just come out of **thin air.**

You don't have to reinvent the wheel to come up with a great idea. Here are some great examples of how many organizations simply looked at a problem in a different way. I call this an "IMMERSE" way of thinking.

**I - INTERCHANGE**

**M - MODIFY**

**M - MAGNIFY**

**E - ELIMINATE**

**R - REARRANGE**

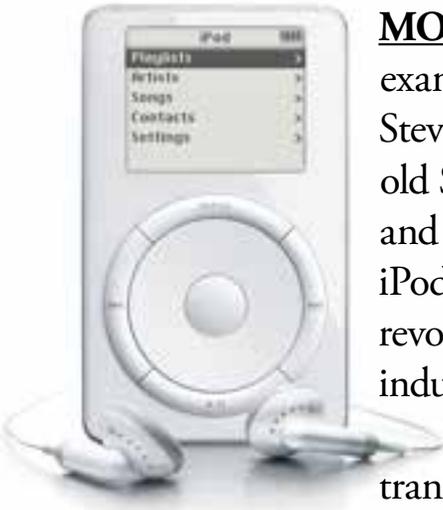
**S - SWITCH**

**E - ENHANCE**

**INTERCHANGE:** For example: The first shopping carts were put into service by grocery store owner Sylvan Goldman in 1937 to sell more product and increase sales. He decided to substitute his smaller baskets with shopping carts.

Today, there are more shopping carts than shopping baskets in grocery stores.





**MODIFY:** For example: When Steve Jobs took the old Sony Walkman and modified it into iPods, he not only revolutionized the industry but he also transformed Apple.

The iPod helped turn Apple Computer into Apple, Inc., from a computer company into one of the most recognizable brands in the world. Instead of just selling Macs, Apple branched out into the product lines that we know today, including iPhones and iPads—portable devices that were mere dreams when the iPod was launched.



**MAGNIFY:** For example: When Ikea wanted to add “frequency” to their traffic patterns around the holidays, they came up with the

idea of renting Christmas trees that brought customers back to their store three times: first to pick up the trees, second, to bring the trees back, and third, to take advantage of a discount coupon to purchase other products.

**ELIMINATE:** For example: A Costa Mesa Mazda franchise became the first to use non-negotiable price tags. In doing so, Campbell Mazda became the first new-car dealership in California and one of just a handful nationally, to institute non-negotiable pricing—a common practice for most retailers but one considered revolutionary in the car business.



In one year, the dealership sold 2079 cars, well above the 1125 target set by the factory.

**REARRANGE:** For example: Xerox’s success was the way they rearranged their pricing. Instead of asking customers to pay \$4,000 up front, they paid 5-10 cents per copy.



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**SWITCH:** For example: The Williams Companies had 28,000 miles of oil pipeline all over the country. When they were looking to move in to new businesses, they initially assumed they'd have to look for something that could be pumped through the pipes.

Finally, a salesman said, "What about not pumping anything through the pipes?" Instead, they called MCI and asked if they wanted to use the pipeline to lay down their fibre optic lines. And the rest is history!

**ENHANCE:** For example: Two competing candy stores in Detroit sold the same candy at the same price, yet kids preferred one store over the other.

When asked why, the kids said, "Nick always gives me more candy. The girl in the other store always takes some away."

What the kids reacted to was the way one store put a little candy on the weigh scale, and added to it, while the other store put too much candy on, then took it off. Both stores sold the same amount of candy, yet one had the perception of selling more for the money.



**How can charities use the IMMERSE technique? Look at the problem you need to solve and see how you can adopt anyone of the above ideas.**

**Here is how Cancer Research UK used MODIFY to benefit from a recent trend:**

In March 2014, Cancer Research UK spotted a trend where people with cancer posted "selfies" using the hashtag #NoMakeUpSelfie. The Cancer Research team picked up on the trend, and encouraged people to visit their website. Next morning, their digital crew saw an enormous increase in website visits, huge engagement on Twitter and people asking how they could help,

Most people create their selfies on a mobile phone, which is the easiest route to striking up a conversion.

So, Cancer Research posted a selfie of Dr. Kat Arney, the science information officer, holding a sign that said 'We love your #NoMakeUpSelfie' and included a text code for donations.



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Within 24 hours, Cancer Research UK received £1 million in donations.

Their next #NoMakeUpSelfie tweet reported this achievement and became the charity's most retweeted tweet ever, with over 14,200 retweets.

Following this tweet, the text donations hit a peak at over 700,000.

## Here is another example of using **MAGNIFY** to get results.

When Alex Smith discovered that his six-year-old son Harrison had Duchenne Muscular Dystrophy, a disease with no treatment, no cure, and little hope, he quit his job and founded the *Harrison's Fund* charity to attempt to raise money for a cure. But it was tough going.

An advertising agency called *ais London*, took up the cause. The result was the print ad alongside: with the headline that refers to something Alex once said in passing: *That sometimes he wishes his son had cancer because it's at least a sometimes survivable disease people have heard of.*

*The Evening Standard* donated free space for the ad which sparked intense debate and coverage. Alex landed appearances on ITV and BBC,

Facebook reach increased by 800%, site visits went up by 17,000%, and direct donations grew by 200% to £65,000.



**I WISH MY SON HAD CANCER**

Harrison, my 6 year old, has Duchenne Muscular Dystrophy. He's one of 2,500 sufferers in the UK who'll die from it, most before they're 20. Unlike cancer, there's no cure and no treatment. And because you've never heard of it, very little funding either. My only hope is to raise as much money as possible for the research scientists. They're close to a major breakthrough. Your £5 can get them even closer.

Help us stop Duchenne for good, text 'MAKE28 £5' to 70070. Or you can donate at [harrisonsfund.com](http://harrisonsfund.com)

**harrisons fund**  
Supporting Research & Raising Awareness

#### Credits:

Agency: ais London

Client: Harrison's Fund

Managing Partner, Creative: Geoff Gower

Creative Director: Kevin Bratley

Copywriter: Dan Madden

Deputy Creative Director: John Vinton

Art Director: Matt Eastwood

Creative Artworker: Sharnna Peck

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# One more great campaign worth noting.

## **Cheil Worldwide South Korea and Samsung's “Look at Me” app helps autistic children communicate better and connect with others.**



Two of the charities I am very proud of having worked for many years were *The Hinks Centre* and *Integra Foundation*. Even though now they have merged with other organizations, both are dedicated to helping children with learning disabilities.

So when this amazing

campaign caught my eye, I could not resist adding it here.

This year, Cheil Worldwide and Samsung launched a new application called: “The Look at Me,” which is designed to help autistic children to communicate with others.

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Children with autism usually do not make or sustain eye contact with others, but they like to interact with smart devices.



Based on this finding, Cheil Worldwide collaborated with researchers and doctors from Seoul National University and Yonsei University, both based in South Korea, to develop the app. Using the smart device's camera features, children can learn to read a person's mood, remember faces and take photos while displaying a range of emotions.

After 8 weeks of testing, it turned out that 60% of the tested children showed improvement in making eye contact and identifying emotional expressions.

The "Look at Me" app is truly a technology that touches lives in a meaningful way.

To view the video click the link below:  
<https://youtu.be/99TL3hGPw5I>

Credits:

ECD: Wain Choi  
 CD: Kevin Pereira  
 ACD: Jax Jung  
 Art Directors: Joohee Lee, Seeun Kim  
 Copywriters: Songha Lee, Adrian Sim  
 Account Managers: Andy Sungkyoon Wang, Diane DY Lee  
 Project Manager: Chris Seongwook Kim  
 Film Credits:  
 Director: Sean Yoo  
 Assistant Director: Wooyoung Nam  
 Executive Producer: Kyungsic Park  
 Produceur: Hyukjun Lee  
 Director of Photography: Hanvit Kang  
 1st DOP: Chihyoung Lim, Jaesung Kim  
 Gaffer: Woohyuk Choi  
 1st Gaffer: Jinkwon Kim  
 Production Company: Breakfast Film  
 Edit/2d Company: Wideeast Editor: Kwangho Choi  
 2d: Eunmi Lee, Juneseok Son, Giwoong Choi  
 Music company: Limlight  
 Music: Hojun Ryu, Hyeong-geun Lee  
 NTC: Seoulvision, Ockjin Jeon, Junhyong Jo, Wonwoo Choi, Soyeon Kim  
 App Credits -  
 App Production Company : Design Fever  
 Project Manager: Yeonjoo Jeong  
 Planner: Gaeon Kim  
 UI design: Jaejin Jeong, Jooheon Oh, Jooheon Oh  
 Character Design: Jiyeon Kim  
 Development: Myoungah Chang, Heecheol Jeong, Juhyoen, Kim, ByoungJun, Kwak  
 Photography: Daeho Seo  
 Model Agencies: Ready Agency (Korea)/Muse (Hong Kong)  
 Stylists: Songkyung Han (Korea)/Emma (Hong Kong)  
 Producer: Myungmoon Ko (Hong Kong)  
 Clinical Test Credits: Yonsei University, Dept. of Psychology: Prof. KyongMee Chung, Prof. Sangchul Chung and Prof. Jaewon Yang & Seoul National University Bundang Hospital: Dept. of Pediatric Psychology Heejung Yoo M.D.

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# **Finally, a call to action: Get something for nothing.**

If a call to action is the name of the game in direct marketing, then here is my pitch.

Each year I mail over 150 year-end one-of-a-kind personal mailings to my clients and friends. And each year I have got an amazing response to my mailing.

**I won't spoil the fun by revealing what the actual piece will look like this year, but as always, I do create a few extras, so if you would like one just say: 'Count me in' and email me at: [billy@designersinc.ca](mailto:billy@designersinc.ca)**

**However, since there will be just a few extras, it has to be on a "first come, first served" basis.**

Thanks,

Billy

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