

DIRECT FORUM

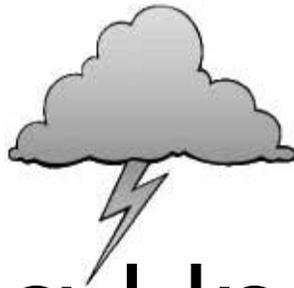
July 2014

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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. Coming Up With
The Big Idea.

2. **Some inspirational ideas**
for charities from
around the world.



Coming Up With **The Big Idea.**

Aah! The big idea—that single shining nugget that can solve a problem or set one piece of communication apart from all the others.

Ideas are what the Advertising World is all about. That's what they get paid big

bucks for—to come up with a brilliant idea each time.

How do they do it?

Where do they look when they need to come up with brilliant concepts?

CONTINUES ...

Having spent half my career in the advertising biz in some of the biggest advertising agencies in 5 major cities including Bombay, Munich, Montreal, New York and Toronto, I have collected what I think are several essential thoughts to keep in mind:

**MAKE SURE YOUR
IDEA HAS LEGS.**

IT TAKES TWO TO TANGO.

**LOOK AT THE PROBLEM
FROM A DIFFERENT
POINT OF VIEW.**

SHOCK AND AWE

**IF ALL ELSE FAILS, THEN
GO WITH YOUR GUT.**

LET ME EXPLAIN.

**MAKE SURE YOUR
IDEA HAS LEGS**

In ad-lingo an idea that “has legs” is a concept, slogan or strategy that is memorable and can be used in different media and for a long, long time.

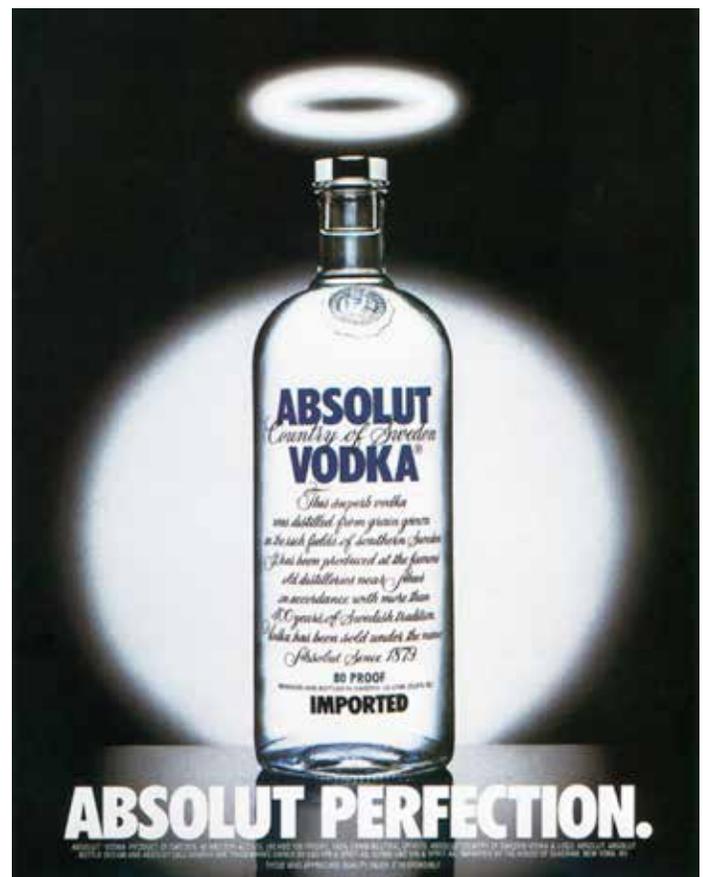
Case in point: **Absolut Vodka**

Usually the best ideas are the simplest ones. Absolut Vodka understood that well when it turned

the product into the hero.

Here was a simple bottle that looked more like a pharmacy product with nothing to hide, no label, with the words printed directly on the bottle.

Here is the first ad that ran in 1981.



Credits:

Advertising agency: TBWA (now TBWA\CHIAT\DAY)

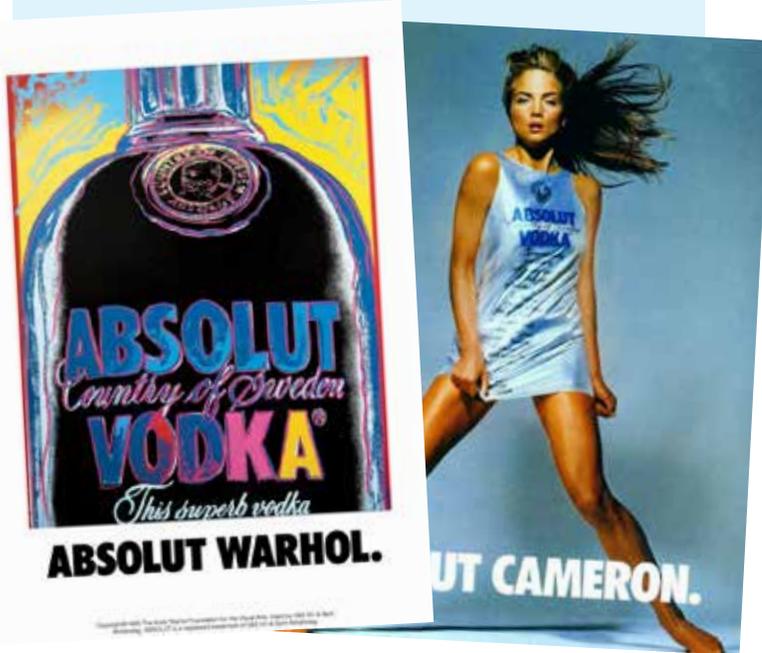
Creative team: Geoff Hayes and Graham Turner

Since then it has run some 1500+ various executions of the same theme—the longest running pure campaign in history.

CONTINUES ...

If a good idea is said to “have legs,” then the Absolut campaign was a millipede that was a runaway success.

Many contemporary artists such as Andy Warhol and Keith Haring have produced Absolut ads; fashion designers Gianni Versace, Helmut Lang and Anna Molinari have even created clothing for Absolute ads and promotions



IT TAKES TWO TO TANGO

One of the smartest things an advertising agency can do is to team up a writer with an art-director. The credit for this idea goes to Mr. Bernbach of the advertising agency Doyle Dane Bernbach.

He thought two heads

would be better than one since it allows the two to brainstorm and come up with a solution.

While the writer may find the correct words, it is often the art director who has the knowledge and the technical expertise to help make the execution brilliant and unforgettable.

Case in point: **Kit Kat.**

Part of the long running campaign “Have A Break, Have A Kit Kat”, works without even showing the brand. The creative team used the iconic slogan and gave it an ironic twist in this poster that implies the people putting the billboard up have stopped work long enough to enjoy a Kit Kat.



Advertising Agency: JWT London
 Art Director: Mark Gardener
 Copywriter: Jeremy Carr
 Project Manager: Rachel Clutterbuck

CONTINUES ...

LOOK AT THE PROBLEM FROM A DIFFERENT POINT OF VIEW.

Another practice that helps the creative team find solutions is by simply putting themselves in the shoes of another.

Case in point: **British Airways' Magic of Flying Posters.**

To raise awareness of the breadth of destinations, the new routes and the frequency of flights offered by British Airways, the creative team came up with a truly engaging solution as seen through the eyes of children to remind us all how magical flying really is.

Using a special ADSB antenna that could read every BA aircraft's transponder data within 200km, they built the world's first billboards that reacted to planes flying overhead.

The ads displayed real flight data: the flight number and where the plane was flying from. Dynamic retail messaging was matched to each route too. People were driven to the #lookup site where they could find out more about the billboard and explore the destinations and book a flight.

Result: Within the first few weeks alone it increased traffic to BA.com by 75,000+ unique visits. It has had over 1 Million YouTube views and won both the D&D Black Pencil and the Cannes Golden Lion Awards.

Here's a link to the video:

http://youtu.be/GtJx_pZjvzc



Credits:

Advertising Agency: OgilvyOne London
 Executive Creative Directors: Emma De La Fosse & Charles Wilson
 Concept and Technical Creator: Jon Andrews
 Creative Art Director: Andy Davis
 Creative Technologist: Lorenzo Spadoni

CONTINUES ...

SHOCK AND AWE

Case in Point: The Dumb Animals campaign launched by the anti-fur organisation Lynx in the mid-1980s.

It helped turn consumer attitudes against wearing fur and contributed to the demise of the fur trade in the UK.

The art direction and the message was direct and was intended to make fur-wearers into social pariahs, rather

than simply focusing on the pain inflicted on animals. Posters and a cinema commercial showing a catwalk model dragging a blood-soaked fur coat with the slogan: **“It takes up to 40 dumb animals to make a fur coat. But only one to wear it.”**

The impact was huge and many people still remember it today. This campaign spearheaded one of the biggest changes in consumer attitudes in the history of advertising.



Credits:
Advertising Agency: Yellowhammer
Photography: David Bailey

CONTINUES ...

IF ALL ELSE FAILS, THEN GO WITH YOUR GUT

The first place to look for an idea is in your own head. Then do some research to back you up. Leo Burnett said that the best ideas come from people's own insight and experiences.

Case in point: **The Dove Soap Story**

In 2006 Dove's marketing director Stacie Bright had a moral problem. After years of marketing Dove's products using what the mainstream considers beautiful models, Bright realized this was affecting her own daughter's self-esteem and therefore affecting the self-esteem of everybody's daughter subjected to this advertising.



Rather than quitting her job, Bright created some mock-up concept boards using all of the company staff's own

daughters with text alongside each image describing how these girls believed they weren't as beautiful in comparison to the models. Bright and her team showed it to the company executives, confident that this was a risky but worthwhile move.

The risk worked. The Dove executives were deeply stunned and gave her a resounding "Yes". Since then this has completely changed Dove's marketing strategy. **Dove has turned the business of selling soap into a moral campaign issue.**

Dove has continued on this marketing strategy and great campaigns have evolved each year. It's latest campaign: Dove Real Beauty Sketches.

Here's the link to the video:

<http://youtu.be/XpaOjMXyJGk>



Credits:
Advertising Agency: Ogilvy, Brazil
Production: Paranoid
Director: John X Carey

CONTINUES ...

Some inspirational ideas for charities from around the world.

Since a large majority of my subscribers are from the non-profit segment here are some brilliant ideas for non-profits.

This is a bench. This is a bedroom.
(Canada)

They used a combination of UV and glow-in-the-dark inks. In the daytime the black ink could be read but then vanished in the night. That's when the glow-in-the-dark ink took over and revealed a new message.

A good example of: **IT TAKES TWO TO TANGO.**



RainCity Housing is a small charity in the Vancouver area that provides specialized housing and support services for the homeless. They wanted to draw the attention of the public at large to the fact that a park bench was more than a place to sit and rest one's tired feet.

Credits:

Advertising Agency: Spring Advertising, Vancouver
Creative Director: Rob Schlyecher
Art Director / Designer: Jeremy Grice
Copywriters: Ben Hudson, Rob Schlyecher
Account handler: Al Theuri
Production: Stace Barton

CONTINUES ...

I wish my son had Cancer.

(England)

When Alex set up Harrison's Fund to raise money for research he approached Haves Media group in London for help. His six-year-old son Harrison Smith had Duchenne Muscular Dystrophy (DMD), a disease with no treatment, no cure and little hope.

It was a problem because not only had no one heard of DMD, the charity didn't have the funds to launch an awareness campaign. The agency asked for help and The Evening Standard offered free space.

Alex made a startling statement in passing, something quite shocking, while talking to the agency's creative team. He said, "Sometimes, I wish my son had cancer instead. A disease people knew of, a disease that was treatable and, possibly, survivable."

The creative team knew that this statement would make a powerful story with huge viral potential. So they ran with it.

The result, in the first year the charity raised nearly £200,000 which helped fund research into treatment of the condition.

Now that's SHOCK AND AWE

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



Credits

Creative Director: Kevin Bratley
 Photographer: Alan Powdrill
 Executive Creative Director: Geoff Gower
 Copywriters: John Vinton & Dan Madden
 Digital Agency: Havas Media Group
 Art Director: Matt Eastwood

CONTINUES ...

Tattoo Skin Cancer Check. (Brazil)

Sol de Janeiro is the sunscreen brand that is popular with the Brazilian beach crowd.

However, the problem is that Brazilian youth seem to care more about getting a tan than having healthy skin. In fact skin cancer is the most common form of cancer in Brazil, with over 140,000 new cases diagnosed each year. In recent years this incidence has increased by 74% among the younger population.

In order to make Brazilian youth aware of this growing problem, Sol de Janeiro asked for the help of those who are closest to youth's skin: their tattoo artists.

In partnership with A.C. Camargo, one of the most respected cancer Institutes in the world, they created a training program to teach the tattoo artists how to distinguish skin problems.

The program took place in Rio de Janeiro and São Paulo and all the participants got a diploma. Over 450 tattoo artists have been certified already.

That's seeing the problem and the solution FROM A DIFFERENT POINT OF VIEW.

Here's the link to the video:
<http://youtu.be/A2h2QHOPdlM>



Credits:

Advertising Agency: Ogilvy, São Paulo, Brazil
 Vp Creative Director: Anselmo Ramos
 Executive Creative Directors: Roberto Fernandez, Paco Conde
 Copywriter: Paco Conde
 Art Director: Ale Koston
 Digital Creatives: Lincoln Lopes, Felipe Machado
 Pr: Sandra Azedo, Fernanda Sokoloski, Suellen Barreto, Carla Guimarães
 Producers: Patricia Cortes, Lucas Pires, Fabiano Beraldo, Marina Dodi
 Art Buyer: Francini Santiago
 Client Services: Luciana Rodrigues, Luiza Vargas, Mauro Frota
 Heads of Client Service: Luis Carlos Franco, Daniela Glicenstajn
 Planners: Bruno Cunha, Gabi Teixeira, Fernando Machado
 Head of Digital: Daniel Tártaro
 Project Manager: Renata Rollin
 Uxd: Pablo Moura, Patricia Belo, Aline Araújo, Juscelino Vieira, Tulio Inoue, Thiago Banca
 Production Company: Conspiração
 Director: Daniel Lieff
 Photographer: Claudio Lacerda
 Sound Studio: Adelphoi

CONTINUES ...

Chopsticks. (USA)

Finally, as a Direct Marketer I could not resist featuring this brilliant DM piece for Amnesty International.

The idea is simple, it has legs, it took two to tango and they looked at the problem from a different point of view.

Here's what it said:

1. Tuck under thumb and hold tightly.
2. Write the Chinese government to help end torture.
3. Don't let human rights violations by the Chinese government give China a bad name.
4. Take further action at amnesty.org/china [tentative URL]

It raised awareness about human rights violations in China with an emphasis on prisoners of conscience, torture and executions.



Credits:

Creative Directors: Jason Musante, Josh Rubin

Art Director: Michael Arguello

Copywriter: Bassam Tariq

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