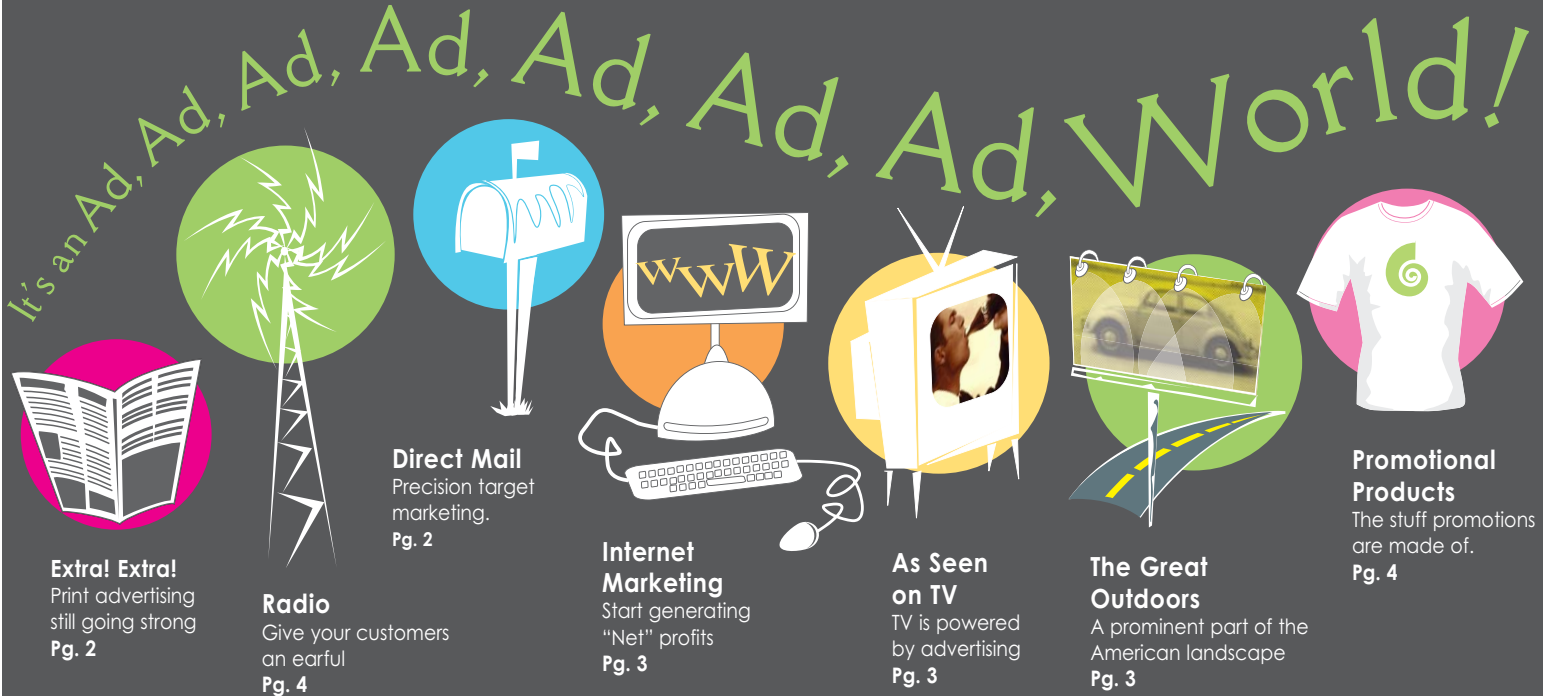


Marketing Link

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Marketing Link is your link to news, information and advice on issues of interest to businesses, organizations and marketing professionals. The quarterly newsletter emphasizes topics related to marketing, advertising, promotions, communications and corporate culture.



Advertising *Part 2*

This issue of Marketing Link contains Part Two of a two-part series on Advertising. If you've misplaced Part One, you can download it at www.bellsintl.com/m-link

There's a lot of advertising out there. Advertisers spent more than \$245 billion last year in America alone. Still, sellers and buyers find each other with surprising regularity in this message-filled jungle. That's not by chance – advertising is a world of strategy.

MEDIA AND MESSAGE

Once you've defined your target audience and determined your ad message, you'll need to choose the right media to maximize your results. And you'll have a lot of choices. There's network and cable TV, a plethora of radio stations with an endless array of formats, newspapers and magazines reaching out to every possible demographic, outdoor advertising, Internet advertising, direct mail, promotional products and more.

Fortunately, there are strategies specifically designed to get your message in the right media at the right time to reach the right audience:

Mix Your Media

Use more than one media to broaden your reach.

Separate Yourself from the Competition

Advertising is everywhere so it's important to stand out in the crowd. Identify the competitive advantages you have in the marketplace (better price, more convenient location, higher quality, easier use, etc.) and emphasize those attributes to gain attention.

Creativity Counts

Seconds count, too. Grab the attention of your audience with engaging headlines, interesting graphics, unique music or other creative devices that draw potential customers to your ad.

Capitalize on Capabilities

Every media has its own strengths. Knowing how, when and why to use motion, color, interactive devices, music or other elements that lend themselves to a particular form of media helps maximize the effectiveness of your ad.

Keep It Fresh

In advertising, repetition is essential – but repetition to the point of boredom is a waste of

time and money. Consider updating or rotating multiple ads to deliver similar messages in a fresh way.

Do Your Homework

Get to know your product or service, identify your target market, set realistic goals and develop a goal-driven advertising budget.

Track Your Results

Know who your message is reaching now and adjust your advertising to capture new markets.

Ask the Pros

Remember, whether you're looking for a creative ad design or trying to determine the best media for your message, you can turn to an advertising agency for the services you need.

PLUS

Those ads they run before movies at the theater . . . do they work?
See Inc. Blotter, Pg. 4



Extra! Extra! Print Advertising Still Going Strong

In this ever-changing media marketplace where our hand-held PDA can pick up a cellular feed in milliseconds, print media is going the way of the dinosaur, right? Not hardly.

Newspapers and magazines might not have video clips, soundtracks, instant interactivity or a scroll button, but they do have readers – loads of them. And for that reason, they have loads of advertisers lining up for column inches. Last year, U.S. newspapers generated \$46 billion in ad revenue, and magazines brought in more than \$11 billion. Advertisers embrace print because, even with its limitations, it has desirable advantages like easy portability, a longer shelf-life, the ability to target specific demographics, and more space to explain your product.

The Ink Behind the Inc.

Print media encompasses a broad range of diverse publications. The list includes daily newspapers, weekly or semi-weekly newspapers, community newspapers, newsletters, consumer publications, business publications, industry trade journals, direct mail, flyers, and the Yellow Pages. As an advertiser, you'll need to choose which print media best serves your needs based on your target group, ad budget and marketing goals.

Color vs. Black & White

Unless your ad is running in a publication that only allows black & white printing, you'll have the choice of using color. Cost is one factor since color ad production can be more expensive, but there are other considerations. Color is beautiful and eye-catching, but the contrasting black/white combo remains the gold standard for readability. Also, keep in mind what the surrounding ads are using – if your ad appears in a publication where advertisers primarily use black & white, then color helps you stand out in the crowd, and vice-versa. Color must be used for products where color is a key buying factor (think fabrics, floral arrangements, paint), and black & white can be very effective when used to set an artistic tone or depict a historical period.

Size Can Make a Difference – or Not

When choosing the size of your ad, remember that bigger isn't always better. A half page ad that is designed effectively may be just as reader-grabbing as a two-page spread – but a lot easier on your budget. Still, a key benefit of buying a three-quarter page or full-page ad in a newspaper or magazine is exclusivity – no other ads are on the page competing for attention. Smaller ads cost less, but you'll need to make up in creativity what you lose in column inches.

Placement

Once you've created the perfect print ad, you can maximize its effectiveness with strategic placement. Major newspapers are divided into

sections. What kinds of articles will your target market be reading? If you're selling fashions, the Lifestyle section is an obvious choice. For financial services, consider Business. And don't discount the Classifieds as a place to run your display ad – car dealers have used this section successfully for years. Magazines are less likely to have highly targeted sections, but there are various placement options. The back cover, for example, is usually the most expensive ad space in a magazine because it is likely to remain in view even when closed. Many national magazines also allow ads to run in state or regional editions, allowing you to reach a local target without the cost of a national ad.

Good Timing

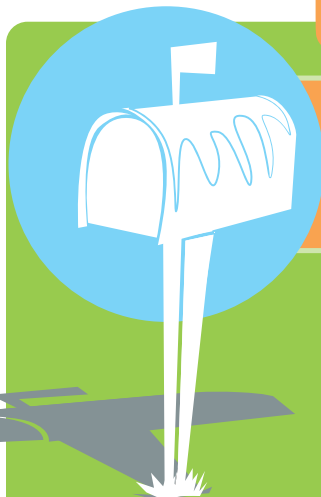
Knowing where to run an ad is one thing – knowing when to run it is something else entirely. Is there a certain day of the week when your business increases? Do you depend on weekend traffic? How much lead-time do your customers need to plan their purchases? Many retail companies spend the bulk of their advertising budget during the holiday season, but there are other advantageous times of year for advertising. Think about the car and furniture store ads you see during tax return season or the theme park ads that run as summer approaches. If you have a special event planned, consider running a series of newspaper ads throughout the week prior to the event to build momentum. One effective strategy is to have the ads get larger each day.

Tips for Effective Print Ads

The key to creating memorable print advertising is maintaining consistency in your design. Each promotional piece should serve as a reminder of a previous message. Use similar colors and design elements in your ads, letterhead, business cards, signage, logo, brochures and other printed materials. This also applies to non-print media. Maintain consistency with your radio and TV spots, Web site, outdoor ads, and promotional products to maximize the effectiveness of your campaign.

- Use contrasting colors that are pleasing to the eye and balance the major elements in your design.
- Grab attention with a headline that talks about your customers' needs or desires.
- Give your customer a reason to respond by focusing on a special price, advantage or innovation.
- Keep body copy simple, readable and persuasive. Use subheads to break-up longer copy blocks.
- Don't include language or information beyond the comprehension level of your target.
- Get professional design help to ensure your ad reflects the desired image of your company.

Using Direct Mail



Direct mail advertising incorporates the design elements of print ads, but can be specifically targeted to reach selected regions or demographics by mail. Strategies for using direct mail effectively include:

- Provide a price break, special offer or sample in your mailed piece.
- Use a motivating or intriguing headline to get immediate attention.
- Design a 3-D card or a unique, die-cut shape to distinguish your promotion from "junk" mail.
- Make your body copy short, simple and communicate a sense of urgency.
- Use subheads and graphics to break-up longer copy blocks.
- Include a coupon or response card to track the success of your ad.
- Use a box or envelope with an intriguing teaser line to add perceived value.
- Include a punch-out Rolodex card or magnet with your phone number.
- Choose colors and graphics that reflect the image of your company.
- Create your slogan, design or logo to reinforce and support your other advertising messages.
- Use an agency or professional designer to give your direct mail piece a polished look.

Advertising . . .



Don't be fooled by the electrical cord that extends from the back of your set – TV is powered by advertising. Since its introduction at the 1939 World's Fair, television has achieved a unique status among American media – it's part of the family.

This is an advertising delivery system that we welcome in our homes. It talks to us, entertains us, informs us and persuades us. It combines the elements of other media – picture, color, text, sound, music – and adds motion and immediacy. Advertisers know the power of the tube and last year spent more than \$40 billion on broadcast commercials, with another \$18 billion going to cable channels.

But TV's most desirable attribute may be its reach. It crosses geographic and socioeconomic borders reaching virtually every demographic. In the 1980s, surveys reported more American homes had television sets than had indoor plumbing. And while it is an amazing advertising delivery system, it isn't the right option for every business. Television advertising can be expensive, as can

the production costs. But for companies looking to reach a broad demographic throughout the broadcast area (for example, a retailer with locations throughout a city or region), TV can be an effective and cost-effective option.

Getting Great Reception

If TV is an option for your company, there are a number of things to consider in charting your promotional course.

Cost: Keep in mind not only your cost per viewer, but the cost of reaching target viewers.

Station: Decide whether your budget and goals are better served by a network, cable or a local independent station – or a combination of all of the above. PBS stations can be an option for established companies looking to enhance their image or tie-in with a specific cause, but there are limits to the message in these sponsorships.

Programming: By buying time during a particular program, advertisers can reach viewers from specific demographics. Consider the environment carefully to avoid negatively impacting your image.

Type of Ad Buy: The 30-second spot is a familiar sight to TV viewers, but it's not the only choice on the airwaves.

Extended-time spots (longer than 30 seconds) and Infomercials have proven effective for some industries.

Tips for Effective TV Ads

Be concise and make your point early. You have a limited time to reach your viewers before they change the channel or leave the room. There are also options for shorter commercials, and advertisers can choose to stack ads in 10 or 20 second blocks as well.

Emphasize your advantages to create a top-of-the-mind distinction between your product and any competitors in the marketplace.

Change your commercial regularly or rotate more than one commercial to keep the message fresh.

Utilize an ad agency or production professionals to create a spot that reflects positively on the professionalism of your company.



Start Generating "Net" Profits

The Internet is changing the way we live – and the way we advertise.

Internet advertising comes in various forms ranging from stationary banners to full-

video/full-sound commercials with a bonus feature other media can't match – interactivity.

Web surfers can instantly send your company an email, access your Web site or even order your product online. The technology is exciting for marketers who can see their advertising translate into direct action.

Buying Cyberspace

Banner advertising paved the way for more sophisticated online messaging, but static, animated and interactive banners remain a staple of the Internet. Other forms of Internet advertising include: the pop-up, a surprising – and often annoying – ad that appears on the user's screen; video ads, similar to a TV commercial (51% of Web users over age 13 say they view online video at least once a month); link exchange in which a link to your Web site is carried on other Web sites; email blasts, which are ad messages delivered directly to a customer's email (get permission first – you don't want to be confused with "spam" and alienate the clients you're trying to court); Ebay and online

auction sites; and your company Web site where, depending on your design, Internet users can find information about your offerings, download product specs or place an order online.

Tips for Effective Online Advertising

- Keep your message clear – don't let technology overwhelm your goal of reaching your target group.
- Make sure your pages are designed to load quickly.
- Limit the number of clicks needed to get to desired information.
- Your Web site should be organized and easy to navigate.
- Use contrasting, easy-to-view color schemes.
- Keep your copy short and to the point, speed and access to information is important to Internet users.
- Make the content of your Web page interesting and useful to your target group.
- Update your content frequently to give users a reason to come back.
- Work with an advertising agency or online designer to ensure a professional look, full-feature workability and security.

Advertising in The Great Outdoors

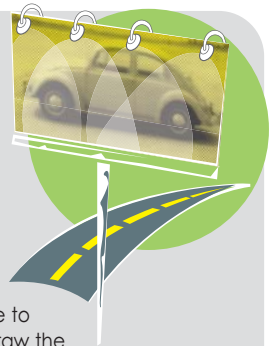
Henry the Eighth / Sure Had Trouble / Short Term Wives / Long Term Stubble

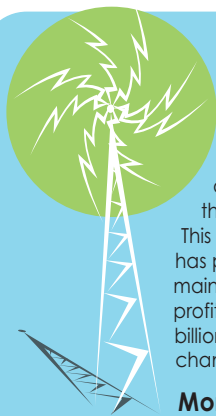
From the 1920s until the 1960s, those with a passion for poetry had to look no farther than out their car window. The folks at Burma Shave made sure of that. Burma Shave would post lines of poetry like this ode to Henry VIII on successive road-side signs to draw the attention of motorists. It was an amazingly successful campaign.

Outdoor ads earned revenues of more than \$5 billion last year. The kitschy verse of Burma Shave has been replaced with today's enormous billboard graphics, some that extend beyond the confines of their space and others that employ mechanical elements or video. Outdoor advertising companies continue to find new venues for their messaging, applying ads to buses and bus stop benches, taxis, delivery vans, truck trailers, buildings, Volkswagens (sometimes called "Beetleboards") and other highly visible locations.

Tips for Effective Outdoor Advertising

- Consider your location. Is your ad likely to be seen by members of your target audience?
- Use billboards or outdoor messages at several locations to improve your reach.
- Less is more – drivers don't have time to read more than a few words.
- Your message should reinforce ads you're using in other media.
- Use humor, a startling statement or a unique visual to grab attention.
- Keep it simple – communicate one memorable message.
- Stay consistent with your company's image and brand.





Give Your Customers an Earful

It's in our homes, our cars, our workplaces, our pockets, or around our necks. Radio provides the soundtrack for everyday life.

This highly portable broadcast media has proven to be surprisingly adaptive, maintaining its relevance (and profitability – radio sold about \$20 billion in advertising last year) by changing with the marketplace.

More than Music to Your Ears

Companies considering radio can choose from a wide range of programming and buying options. Broadcast formats vary widely with stations devoted to every imaginable music category, along with channels devoted exclusively to news, sports, talk/advice, religious broadcasts and children's programs. Advertisers should check station data and rate sheets to determine the cost-per-listener and to ensure your target audience is part of a particular station's demographic reach.

Costs of an ad can change dramatically depending on the time of day when the spot runs. Normally, drive-time ads – run during the hours when listeners are most likely to be in their cars either going to work or returning home – are the most expensive time spots on any station. Advertisers can reduce their costs by buying spots during non-peak hours, or by buying Run-of-Station (ROS) packages where ads run throughout the day. Your media buyer will negotiate with the station representative to obtain a guarantee that a specific percentage of your

ads will run in premium timeslots. The length of the spot can also affect the cost, so your budget may determine whether your best option runs for 30 or 60 seconds. You may want to consider buying time during specific programming that fits your customer profile.

Tips for Effective Radio Ads

- Mix it up. By using different stations and running your ads at different times, you'll broaden your reach.
- Let your audience's imagination run wild. One of the strengths of radio is that you can create even the most elaborate scenario inexpensively using words and sound effects.
- Repetition, repetition, repetition.
- Add a unique music background or create a jingle to make your spot more memorable.
- Keep your message simple – your time is limited and you don't want to overwhelm the listener.
- Use disk jockey endorsements and live spots to add credibility to your ad.
- Partner with the radio station by providing giveaways or other support for a special event in exchange for on-air mentions.
- Keep your message fresh (and your listeners' attention) by rotating two or more spots playing on a station.
- Be professional – an advertising agency can add polish and professionalism to the production quality of your spot.

The Stuff Promotions Are Made Of

It's amazing that a cap is just a cap until you put a logo on it – then it becomes a walking, go-anywhere marketing promotion. You can say the same about a T-shirt, a tote bag, a jacket or a pen. These things of everyday life are powerful advertising tools that help reinforce your company's brand identity.



Promotional products differ from other forms of advertising in that they convey a more personal message and can be precision-targeted to specific groups or individuals. More than 500,000 different items are available for imprinting (which includes screenprinting, debossing, embossing, embroidering and other processes) and a great many can be customized in corporate colors or specially packaged to convey your message.

They also benefit from a long shelf life – a calendar or coffee mug can keep your logo in view a year or longer.

Tips for Using Promotional Products

Use promotional products at trade shows to lure attendees to your booth.

Choose products that reflect your business or fit a specific need of your target market.

Offer a promotional gift item as a door-opener for new prospects.

Maintain the loyalty of your existing clients by periodically sending a gift item displaying your logo.

Enhance your corporate image in the community by supplying your staff with approved wearables displaying your logo.

Establish a Company Store program where employees can purchase items with your logo to use as sales tools, customer gifts and staff incentives.

Contact a promotional products agency with specific information about your goals and ask for product suggestions and imprinting options that fall within your budget.



Moviegoers remembering big screen commercials

People might not like buying a ticket to see a movie in their local theater only to find they have to sit through commercials – but that doesn't mean it's not a memorable experience. More than 43% of moviegoers reported remembering the ads they saw on the screen the next day – that's over twice the next-day recall rate of your average print or TV ad.

The movie theater's lure of the advertising industry is understandable: there's a captive audience. Moviegoers spend an average of 14 minutes in their seats prior to the start of the picture. In addition, advertisers get state-of-the-art projection and sound quality for their message, and 40% of Americans visit a theater at least once a month. Plus, there's just something about seeing your logo on the big screen...

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Contact Us

Please send news, comments and Letters to the Editor to your contact at Bells or to:

Marketing Advertising Creative Services

Gayle Sheehan
gayle@bellsintl.com
512.454.9663ex258
888.440.4649ex258
Fax 512.454.4397

Promotional Products

Terry Wilt
terry@bells.com
512.454.9663ex201
800.822.0114ex201
Fax 512.451.7653

Online Stores

Shawna Plumb
shawna@imprintmall.com
512.454.9663ex215
888.440.4649ex215
Fax 512.451.7657

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