

Ad Rewrite #6 – Scarcity
Circuits Assembly June 2021

Cialdini writes about the power scarcity has in influencing human behavior, (Influence: The Psychology of Persuasion, 2007). Research shows that people will choose something that is rare over something that is readily available. Scarcity can apply the limited quantities of an item or a limited time offer. In these instances, the buyer is pressured to make a purchasing decision quickly. Exclusivity is also an effective scarcity tactic. Insider information that is not widely known has been proven to increase sales. Exclusivity also applies when something is only available from one source.

TLB claims to be a global leader in making thin lamination board. The company is from Korea. Their ad in Printed Circuits June 2021 magazine features the headline “Trust 2030” which is clarified by saying “good company in 20 years, great company in 30 years.” I can only guess that this means they opened 2000 and currently struggle in the area of marketing and maybe even operations. Saying that you are good now and need 10 years to improve, does not impress me. However, this epic ad fail cracks me up and I will remember it for a long time.

Seeing the year 2030 inspired an idea for applying the scarcity technique. TLB’s message would be vastly stronger if they had a cutting edge technology for which they held a patent. Let’s pretend that is the case for the sake of the lesson. TLB could advertise their exclusive technology and create a sense of scarcity by saying no one else has this. Adding in the year that the tech will become available, 2030, also shows a bit of insider information about where the industry is headed. This positions TLB as a leader in innovation. Since the technology is not available from anywhere else, the ad rewrite would result in more sales than the original.

Original

Thin Lamination Board
TLB
TLB, a global leader
in the 4th industrial revolution.

TRUST 2030
Good Company in 20 Years, Great Company in 30 Years.

TLB is specialized in manufacturing PCB for semiconductors. By joining World Class 300 in 2018, we have become a company specializing in materials and components leading the fourth industrial revolution. Based on technology and quality, we will establish ourselves as a material parts company that leads not only Korea PCB but also world PCB.

DRAM Module / SSD Module

IOT / Build-up Board

Semiconductor TEST B'd & 5G Network System

TLB CO., LTD.
15602) 305, Simwon-ro, Danwon-gu, Ansan-si, Gyeonggi-do, Republic of Korea Tel:82-31-8040-2000 Fax: 82-31-492-6623
Domestic Tel:82-31-8040-2071, E-Mail: cmr@tlbpcb.com Offshore Tel:82-31-8040-2060, E-Mail: will_star@tlbpcb.com

Circuits Assembly, June 2021 (Page 5)

Rewrite

Thin Lamination Board
TLB
TLB, a global leader
in the 4th industrial revolution.

EXCLUSIVE TECHNOLOGY
no one else will have
our tech until 2030

TLB is specialized in manufacturing PCB for semiconductors. By joining World Class 300 in 2018, we have become a company specializing in materials and components leading the fourth industrial revolution. Based on technology and quality, we will establish ourselves as a material parts company that leads not only Korea PCB but also world PCB.

DRAM Module / SSD Module

IOT / Build-up Board

Semiconductor TEST B'd & 5G Network System

TLB CO., LTD.
15602) 305, Simwon-ro, Danwon-gu, Ansan-si, Gyeonggi-do, Republic of Korea Tel:82-31-8040-2000 Fax: 82-31-492-6623
Domestic Tel:82-31-8040-2071, E-Mail: cmr@tlbpcb.com Offshore Tel:82-31-8040-2060, E-Mail: will_star@tlbpcb.com

Julie DeCook, June 25, 2021
Ad Rewrite #6, Scarcity