

DIRECT FORUM

APRIL 2011

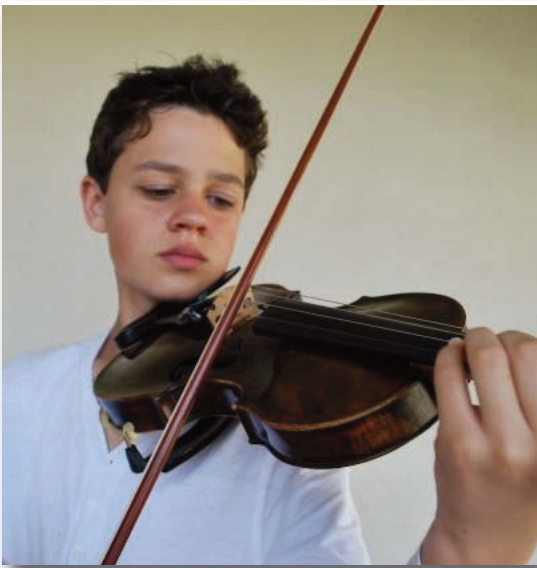
VOLUME 7. ISSUE 4

Direct Forum is a free e-mail 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!

This month's topics include:

- 1. A SURPRISING REASON WHY JINGLES CAPTIVATE**
- 2. WHERE HAVE ALL THE WRITERS/ART DIRECTORS TEAMS GONE?**
- 3. WHO GIVES?**
- 4. BACK TO BASICS AND THE POWER OF THE HAND-WRITTEN MESSAGE IN DIRECT MARKETING**

A SURPRISING REASON WHY JINGLES CAPTIVATE



Nicholas Kedar Purdy

Recently when I visited my daughter in California, my wife accompanied our grandson **Nicholas** — a very gifted violinist — to his famous tutor **Mr. Alexander Teager** (Concertmaster/Soloist of the Israel Chamber Orchestra and the Los Angeles Philharmonic) for his weekly lessons..

One of the surprising things **Mr. Teager** told my grandson while he was playing was to delay the pauses in the music by half a second or more each time.

Researchers have now found that it's not just the tune that's important, it's also the interludes.

A study from **Stanford University** suggests that, surprisingly, it may not be the type of music you use for your campaign that grabs attention, as much as the pace of the music and whatever changes are worked into the music.

The research demonstrated that music engages the areas of the brain involved with paying attention, making predictions and updating the event in memory.

They discovered that peak brain activity occurred



Mr. Alexander Teager

during a short period of silence (or pauses) between the musical moments when seemingly nothing was happening.

It is at these moments of pause when the brain is most focused and really starts paying attention.

So the next time you consider using a jingle in your video, a TV spot or a PSA, remember the worth of pauses to make a visceral connection.

WHERE HAVE ALL THE WRITERS/ART DIRECTORS TEAMS GONE?

I started my career in the advertising business when agencies like **Doyle Dane Bernbach, Ogilvy & Mather** and **J. Walter Thompson** were making history.

I soon landed in **Ogilvy & Mather, Toronto** a hot shop. Every year during the Awards Shows our work was up there, mainly because of the creative way of selling and telling the client's story.

From my perspective, the ideas really come alive when two talented people sitting together try to find a solution — that is the writer/art director team when they work in harmony. Once the ideas are percolating, they go their separate ways — the writer sits down at a typewriter or with a yellow legal pad and cranks out "lines."

The Art Director has to come up with a way to interpret the main idea in the most captivating way.

This worked for a long time, until suddenly it stopped. A little thing called the computer, followed by design, photo and illustration programs, surfaced and the world of cranking out well-crafted ads quickly began to change.

Just look at the kids coming out of the advertising schools. Their books are filled with impressive, integrated, immersive campaigns complete with showy headlines. But you really have to look hard to find true copywriting.

While Art Directors have mastered Photoshop and Illustrator and now are dressing up their ads, often the main message is overshadowed.



Team work is crucial to creating good creative work

Sorry but that bugs the hell out of me. The crafts of copywriting and art direction are more important now than they ever were. Art direction is what gives an idea a voice. Copywriting is what makes an idea sell.

You can't create great work in a vacuum.

As **Al Gore**, former US Vice President and environmentalist said, ***"If you want to go quickly, go alone. If you want to go far, get together."***

I just saw the results of the New York One Show and I'm happy to report, copywriting and art direction are alive and well, but you have to dig around to find the gems.

Among my favorites this year, one I am sure is due to great teamwork, is a six-minute corporate video for **Johnnie Walker** — great writing and compelling art-direction.

And there's the smart/stupid ad for **Diesel**.

These teams prove that the best work always tells a story. And the best storytellers use whatever means necessary to engage, entertain and persuade.

WHO GIVES?

A research study into the charitable giving habits and attitudes of Canadians—the first of its kind for the Canadian market – is ***Next Generation of Canadian Giving Means Opportunity for Nonprofits*** by **hjc**, **Strategic Communications Inc.** and **Convio**. Their teamwork revealed some very interesting findings:

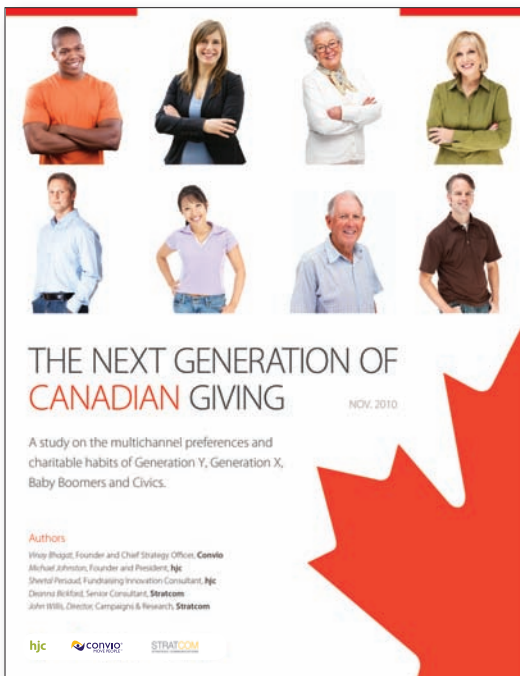
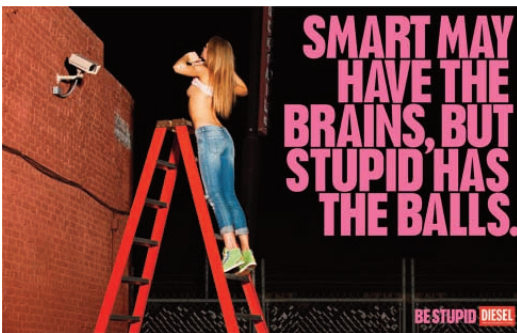
The two that struck me the most were:

- 1. Personal connections lead to the most donations. The popularity of pledge-event fundraising is based on this factor.**

The two factors that play a key role are:

- My observation has always been that people volunteer time or give money to a cause depending on ***"who asked them to give"*** which suggests that this is an extremely vital component in the ask.

The degree of separation from the asker to the



potential donor is key. The closer this relationship the higher the potential for the recipient to comply.

- **The emotional intensity of the ask.**

As **Malcolm Gladwell**, author of '*The Tipping Point*', once said, "Good writing does not succeed or fail on the strength of its ability to persuade. It succeeds or fails on its ability to engage you, to make you think, to give you a glimpse into someone else's head."

To engage others you must empathize with your audience's needs and feelings. Knowing your audience is key.

Another surprising finding in the survey was that:

2. **All generations report that mainstream media (newspaper, radio, television) is still how they first learned about a charity they currently support – a clear reminder that awareness-raising through traditional media is still very important. For Boomers and Civics mail was the second most common way they learned about a charity, while Gen Y and Gen X rely more heavily than older donors on friends, family and peers to learn about organizations.**

So while everyone agrees that we must continue to connect with our target audience using a variety of channels, including mainstream media, email, mail, phone and social networks, many marketers and fundraisers seem to have abandoned one or more mediums in favour of digital channels only because they are more economical or the in thing to do.

Surprisingly, I recently got an invitation from **Google** by mail. It was a '\$100 in free advertising.' Offer.

It goes to show you that even the most "wired" and cutting edge digital outfit like Google, with all of the technology at their disposal, still see the value in mail.

BACK TO BASICS AND THE POWER OF THE HAND-WRITTEN MESSAGE IN DIRECT MARKETING

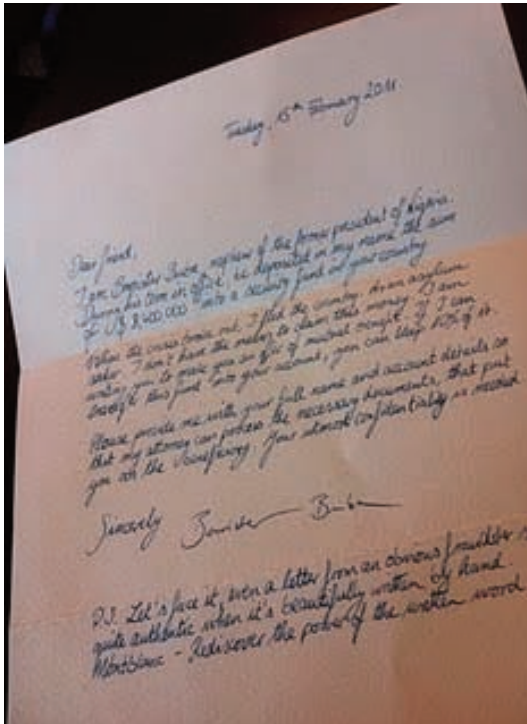
I just joined a **Direct Marketing Group** on **Linkedin** and

NEWSPAPER
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first conversation I got involved with was about hand-written message.

So I posted the mailing alongside that one of my student's forwarded to me.

As the publisher of that blog wrote: *Think great direct mail campaigns are gone? Check out this new promotion for MontBlanc pens.*



*I received the mysterious letter above in a handwritten envelope marked "airmail" on the outside. Upon opening, I read the first line "I am **Barister Buba**, nephew of the former President of Nigeria..." You know how the rest of the letter went, as you've received countless emails with the same text.*

My first reaction was to shout out to workmates "OMG, check out this Nigerian spam I just got...in the mail." And then I noticed a hand-written P.S. at the bottom of the letter:

*Let's face it, even a letter from an obvious fraudster seems quite authentic when it's beautifully written by hand. **Montblanc** - Rediscover the power of the written word.*

Awesome. On paper. With pen. Beautiful.

Immediately there was a flurry of responses, some of which I am included below:

"I have several clients that have tested hand-written fonts and live hand-addressed packages. In every case hand addressing out performed standard personalization. The main thing to consider is the increased cost. It may drive up your cost/piece but the impact it will have on your response rate may out weigh the increase. Its best to test, and back test prior to rolling out. Feel free to contact me directly for more information." — **Christopher Duron**

"I have had several clients use hand-written fonts and actual hand-written addresses with good results. Either will outperform standard addressing. The one test result that I found most valuable is that a good hand-written font will perform as well or even better than actual hand-written addressing with the added benefit of costing less. We have partners that we work with who have great service on

hand-written fonts for volume mailings. There are multiple fonts available, some more feminine and some more masculine. For your better donors, using this strategy a couple of times a year may be a great investment.” — **Becky Odum**

“Billy, interesting stuff. While the letter was a fraud, the handwritten address did get the recipient to open it. I think about my own experience and how I would more than likely open a mailing that was hand addressed. Even what I call pseudo script works. The fonts that are printed to look hand addressed. In my opinion, those definitely stand out amidst the clutter.” — **Mark Zazeela**

“As a rule, anything you can do to make a piece looked like it has been handled by a live person helps. Things like handwritten addresses, margin notes, signatures, the PS can boost response. And if you can personalize the handwriting with the recipient's name, all the better. But avoid weird colours. Stick to reflex blue.” — **Tim Elmy**



“We have conducted several case studies that prove Hand Addressed Mail outperforms mechanically addressed mail almost 3 to 1. In fact, these case studies revealed that on average Hand Addressed Mail get’s opened & read 99.2% of time, whereas mechanically addressed mail only gets opened and read an average of 34% of the time.” — **Ted Lonberg**

If you are interested in Direct Marketing, I recommend that you too should join this group on LinkedIn.

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