

The basics of Power Advertising



presented by
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Introduction



Andy Havens

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- 15+ years' experience in marketing
- Former Director of Business Development at Vorys, Sater, Seymour & Pease
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- Marketing strategy and audits
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What is “Power Advertising?”

GOAL: to absolutely maximize the results obtained from advertising.

Three equally important components:

- **Intent** - your goals
- **Creative** - the design and text
- **Media** - “the buy”



Who understands all three?

- **Intent:** internal to organization; marketing, management, etc.
- **Creative:** usually an ad agency
- **Media:** often an a media-buying agency or the ad salespeople



Who should understand all three?

YOU!

- They're your goals
- It's your image
- It's your money



Misunderstanding is inefficient

- Management is often too busy to pay close attention to ads... until something goes wrong
- Ad agencies are often better at "pretty" than "useful"
- Media buyers and ad reps want you to buy more media, i.e. spend more money

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1. Intent of advertising

INTENT

- What do you hope to accomplish?
- What are the specific financial goals?
- What is the key message?
- What behavior or belief are you seeking to influence?
- What is the call to action?
- What is the tone?

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Common goals

INTENT

- Create awareness of company, service, product, location, event
 - Measured by mind-share, aided awareness, in-bound calls, foot traffic
- Create preference
 - Measured by unaided awareness, share-of-voice, intent to buy/switch/stay
- Drive purchasing behavior
 - Measured against financial goals of marketing, cost-of-acquisition (COA)

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No goals = badvertising

INTENT

"Would you tell me, please, which way I ought to go from here?" [said Alice]

"That depends a good deal on where you want to get to," said the Cat.

"I don't much care where," said Alice.

"Then it doesn't matter which way you go," said the Cat.

From "Alice in Wonderland" by Lewis Carroll

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No goals = badvertising

INTENT

Many people/groups involved in marketing fear goals, especially those with quantitative criteria. This is a fear of failure and of blame.

Organizations that wish to improve their marketing must learn to respect failure.

"Innovation is the lifeblood of success. But innovation often requires failure. We have an 80-90% failure rate on new ideas. Our goal is to fail fast and cheap. We don't punish failure, we reward it."

A.G. Lafley, CEO of Procter & Gamble

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2. Design / Creative

DESIGN

- Ad agencies want you to believe that it's "an art" or highly complex
- The actual hands-on "design" (art direction, layout, copy writing) is an art, is complex and should be handled by professionals
- The ideas behind the design, though, should be owned and understood by the client
- The more you know, the more you can help your designer work towards your goals

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Types of ads

DESIGN

Brand: Drives awareness, emotional stake, tone, relationships

Category: Build preference, inform new audience, give product information

Promotional: Drive sales

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5 rules of ad design

DESIGN

1. Clarity
2. Focus
3. Appeal
4. Contrast
5. Honesty

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Clarity

DESIGN

- Image is noticed first
- Images should match the subject
- The headline should tie to the image
- The copy should be concise
 - Not necessarily short
 - Not necessarily “dumbed-down”
- Call-to-action should be bold

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Focus

DESIGN

- Speak to one audience
- Have one main message; no more than one or two secondary messages
- Give as many details as practical
 - Once people are interested, they crave details
 - Once emotion is planted, ideas can take root
- Repeat key message
- Give multiple methods of response

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Appeal

DESIGN

- Attractive ads are better (duh)
- Photos of people are very appealing
- White space guides attention
- Think about words that describe your audience and product; those words should describe your advertising
- Appeal should match the “tone” of the call to action, audience, medium, etc.

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Contrast

DESIGN

- “Cutting through the clutter”
- Agencies like weird, different-looking stuff... be careful
- Can be subtle
- Can apply to any part of the design
 - Look at other ads in your section
 - Seek strong metaphors with different visuals

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Honesty

DESIGN

- Not just “truth in advertising,” legal perspective
- Is the message real?
- Is the benefit worth the price?
- Would you want your mother to see and respond to this ad?
- Is the tone realistic... or at least very clearly and intentionally hyperbolic?

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The media buy

MEDIA

- The most misunderstood aspect of marketing for most clients
- What you want is more important than what the salesperson wants
- Learn the variations and alternatives
- Establish a dialogue with the media
- Target audiences, not publications
- Always, always, always haggle

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The myth of size

MEDIA

- Is bigger better? Only if you've already done everything else right.
- Pubs like to sell bigger ads because it fills up individual editions quicker
- Frequency discounts are often much greater than size discounts
- Frequency is the single most important feature of successful campaigns
 - The 3X rule still holds true
- Spot color is a waste of money

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"Value added"

MEDIA

- Most pubs keep a stock of various "value added" elements: mentions on a calendar of events, inclusion on a website, tickets to a roundtable, etc.
- Ask for them - make it sound like you'll be the hero to your boss if you get "extras"
- Find out what the pub wants to sell and what "special editions" may be coming up

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Audience targeting

MEDIA

- Look for industry pubs that accept advertising. Their media reps are often much less sophisticated and open to negotiation
- Target small pubs (suburbans, geo-specific magazines) to get better service
- Put ads in specific sections of pubs
- Create a pub for a particular audience
- Do research, surveys with specific groups

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Your homepage

miscellaneous

- Everyone has Internet access now
- Everyone will surf to your homepage
- It's all yours; no distractions, no competitors, no other ads, no other noise
- It's the "face" on your company
- Therefore: it has to be perfect
- Apply all the rules from "intent" and "design" to your website, especially the homepage

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Brand advertising

miscellaneous

- Your product or service is what you sell
- How you do business is your brand
- Brand is about everything, not just your logo, tagline, colors, mascot, etc.
- Any interaction between customers, employees and stockholders is an opportunity to build brand or screw it up
- Don't do brand advertising until you're willing to put your mouth where your money is

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Q&A

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