

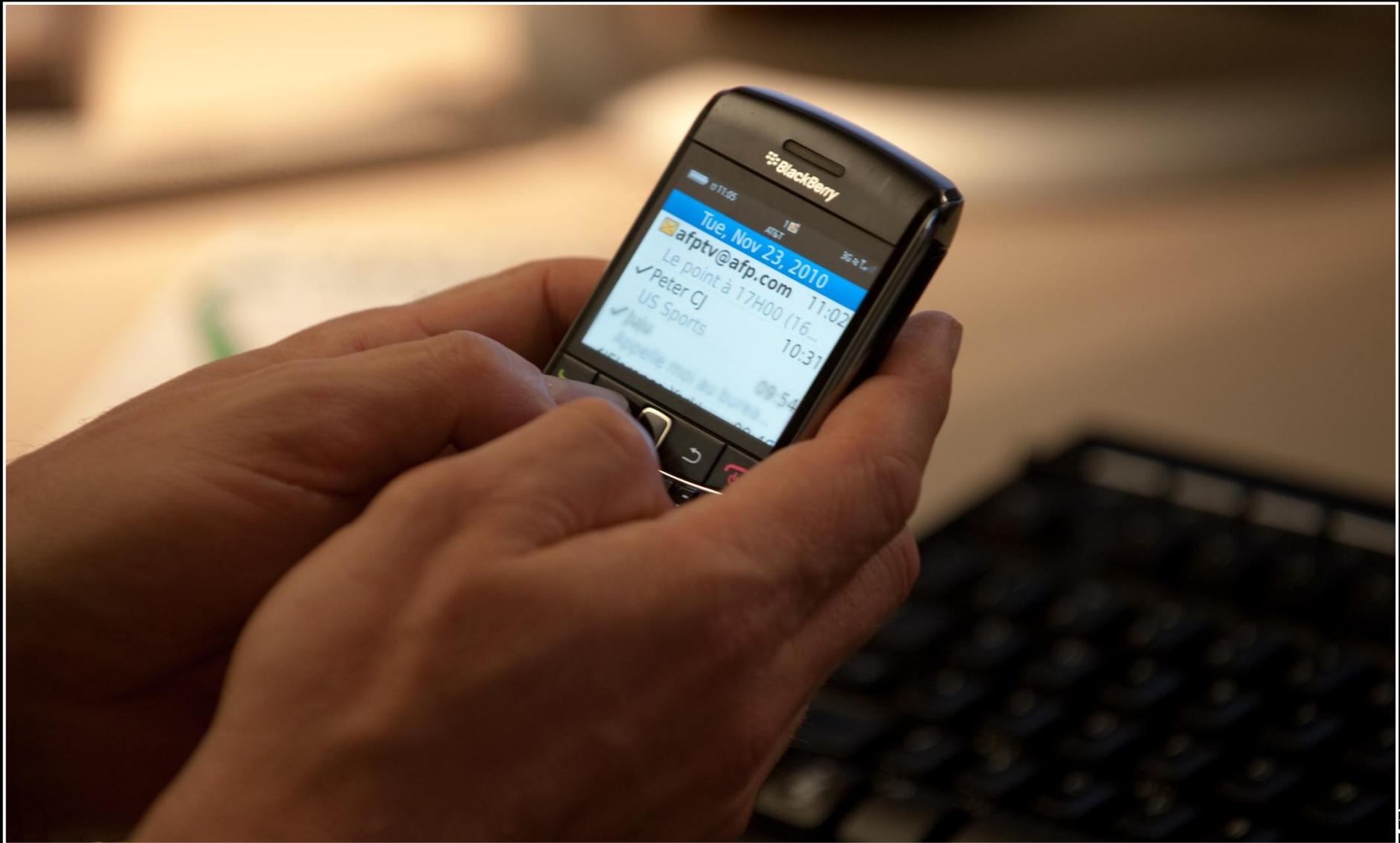
We live in a world of words.

Words

Our meetings are mostly words.



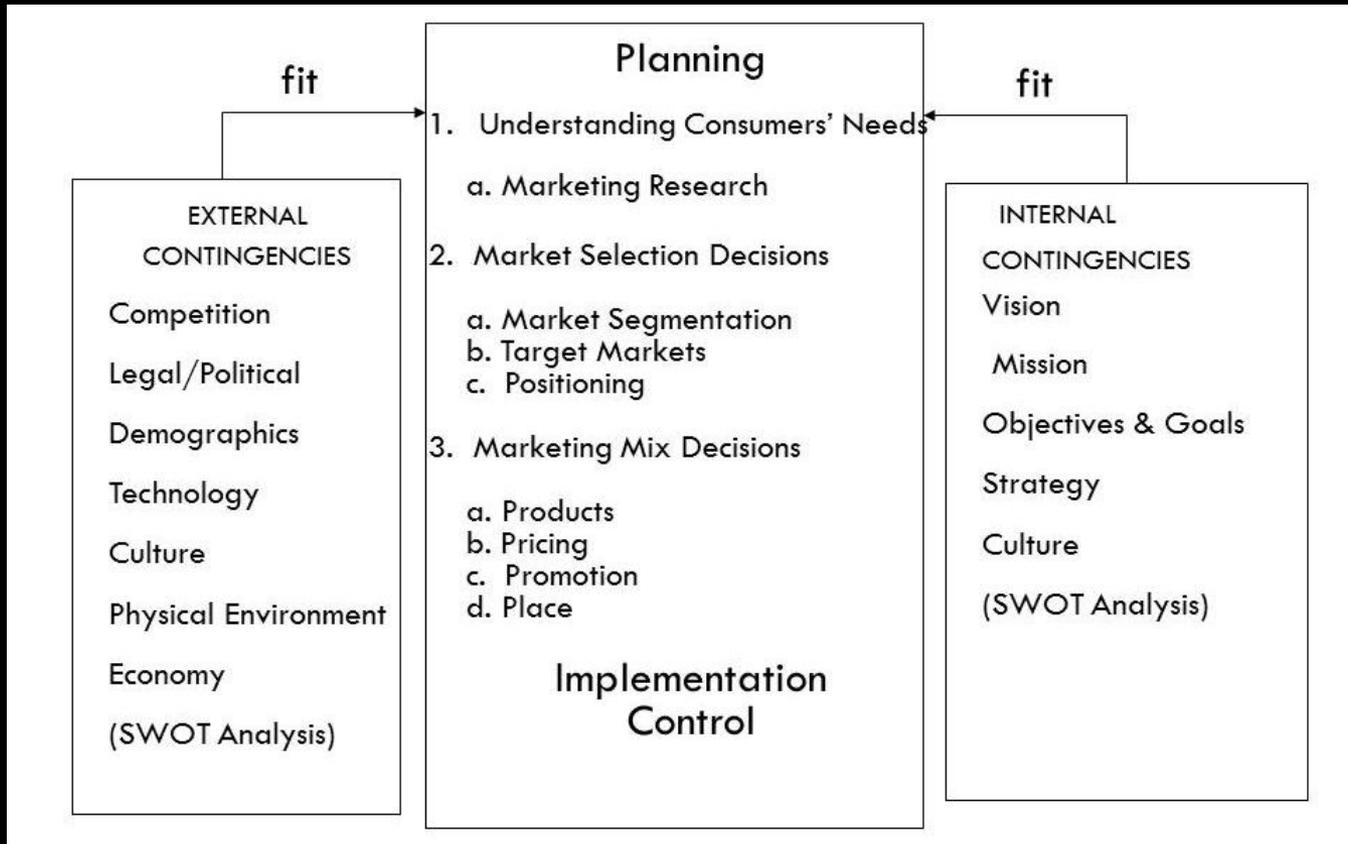
Our messages are mostly words.



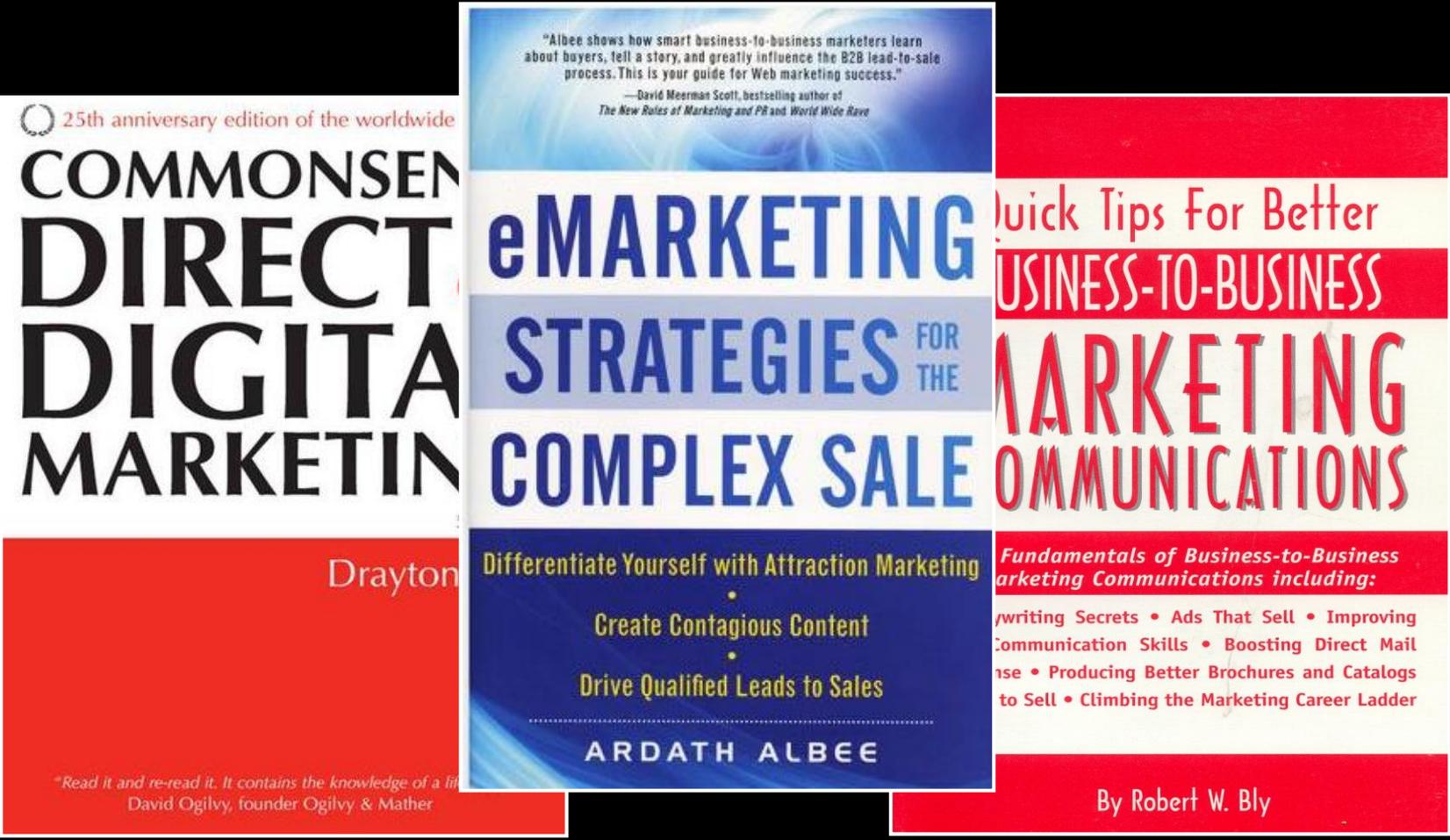
Our speeches are mostly words.



Marketing plans are mostly words.



Marketing books are mostly words



25th anniversary edition of the worldwide

COMMONSENSE DIRECT DIGITAL MARKETING

Drayton

"Read it and re-read it. It contains the knowledge of a lifetime."
David Ogilvy, founder Ogilvy & Mather

"Albee shows how smart business-to-business marketers learn about buyers, tell a story, and greatly influence the B2B lead-to-sale process. This is your guide for Web marketing success."
—David Meerman Scott, bestselling author of *The New Rules of Marketing and PR and World Wide Rave*

eMARKETING STRATEGIES FOR THE COMPLEX SALE

Differentiate Yourself with Attraction Marketing
• Create Contagious Content
• Drive Qualified Leads to Sales
ARDATH ALBEE

Quick Tips for Better BUSINESS-TO-BUSINESS MARKETING COMMUNICATIONS

Fundamentals of Business-to-Business Marketing Communications including:
Writing Secrets • Ads That Sell • Improving Communication Skills • Boosting Direct Mail Response • Producing Better Brochures and Catalogs to Sell • Climbing the Marketing Career Ladder

By Robert W. Bly

Yet the best way into a mind.

**Is not with words
at all.**

Yet the best way into a mind.



It's with a visual.

**BMW wasn't built by words
alone.**

BMW was built by TV commercials



**showing happy owners driving their
BMWs over winding roads.**

You need both.

A visual
hammer.

A memorable
slogan.



Coca-Cola's visual hammer.

The
real thing.

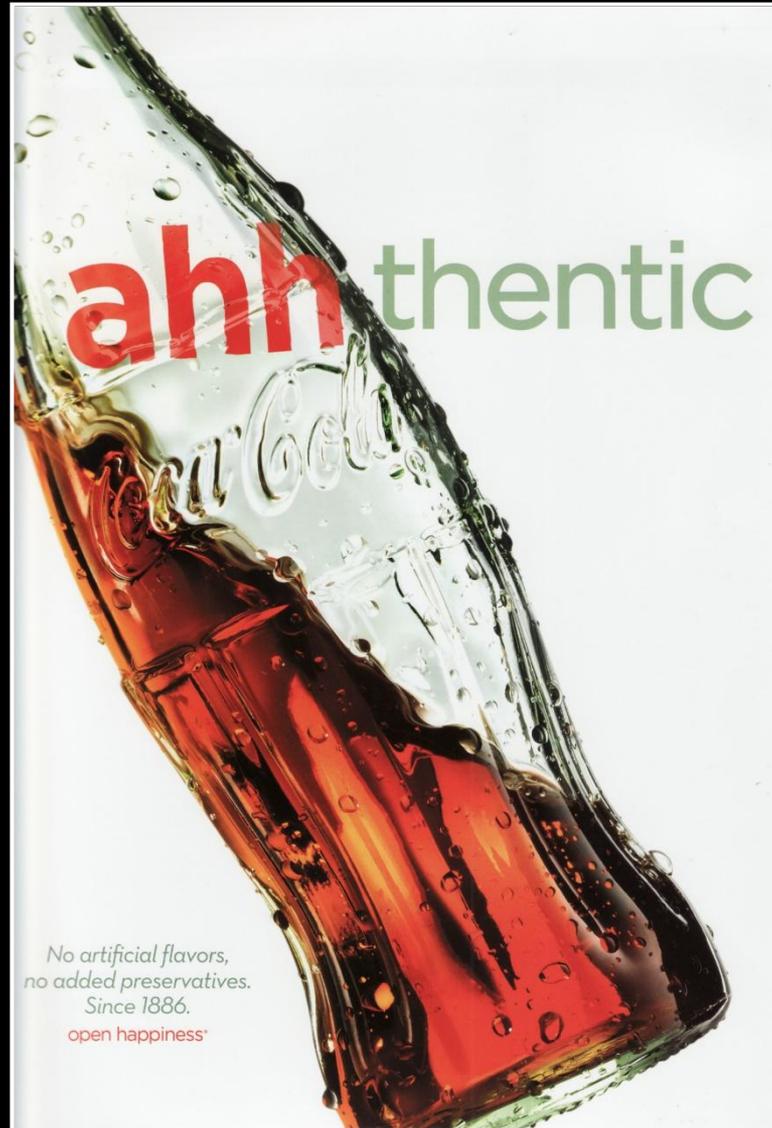


Is the contour bottle which
hammers in the idea that
Coca-Cola is the original cola.

Reinforced on cans and cups.



Advertising.



*No artificial flavors,
no added preservatives.
Since 1886.
open happiness®*

Billboards.



Delivery trucks.



Even calling cards.



The cowboy is a visual hammer.



Come to

Marlboro Country.

The cowboy who is a talent manager.



That built the
Marlboro brand.



A cowboy hammers a verbal nail.

**The masculine
cigarette.**

**How successful
is Marlboro?**

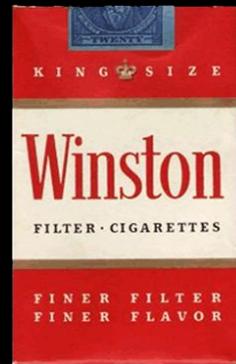


World's best-selling cigarette.

**\$14.8
billion**



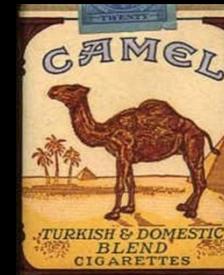
**\$6.5
billion**



**\$3.8
billion**



**\$2.0
billion**



Marlboro outsells Winston by 130 percent.

Every year.

**TOP 100
BEST GLOBAL
BRAND**

Interbrand

**There has never been a
Mexican brand on the list.**

Until four years ago.



How could a cheap, working-class beer with a painted label become one of the 100 most-valuable brands in the world?



With a lime.



The lime is a visual hammer.



That communicates the authenticity of the brand, a genuine Mexican beer.

Mexico is a “lime” country.

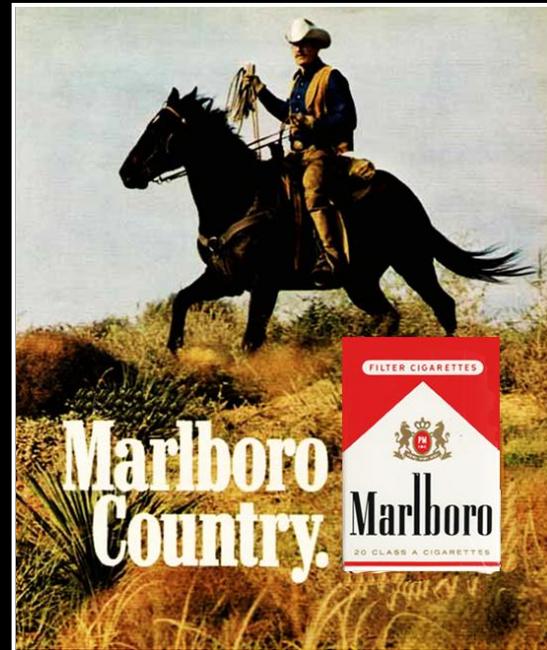


Mexico is a “lime” country.



**America is a
“lemon” country.**

With these visual successes.



And many, many others.

Every brand would use a hammer.



Every brand would use a hammer.

But they don't.

Less than 1 percent.



Have what we call a “visual hammer.”



In a word-oriented world.

Words

In a word-oriented world.



Most verbal slogans are useless

In a word-oriented world.



**Most verbal slogans are useless
because you can't find
a visual hammer
to hammer the verbal nails
into consumers' minds.**

Take BMW, for example.



**Instead of
“The ultimate driving machine.”**

BMW could have said:



“The high-performance machine.”

But how do you visualize:

**The more abstract the words,
the harder they are to visualize.**

“The high-performance machine.”

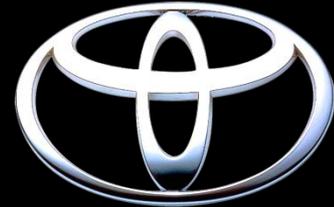
Six largest automobile brands.



And their advertising slogans.



CHEVROLET



TOYOTA

Go further.

Find new roads.

Let's go places.



HONDA

**Start
something
special.**



**Innovation
that
excites.**



HYUNDAI

**New thinking.
New
possibilities.**

None of these can be visualized.

Go further. Find new roads. Let's go places.

**Start
something
special.**

**Innovation
that
excites.**

**New thinking.
New
possibilities.**

Japanese electronic firms.

HITACHI

SONY

Panasonic

TOSHIBA

FUJITSU

NEC

And their slogans.

HITACHI

**Inspire the
next.**

**Leading
innovation.**

SONY

**Make.
Believe.**

**Possibilities
are infinite.**

Panasonic

**Ideas for
life.**

**Empowered
by innovation.**

TOSHIBA

FUJITSU

NEC

None of these can be visualized.

**Inspire the
next.**

**Make.
Believe.**

**Ideas for
life.**

**Leading
innovation.**

**Possibilities
are infinite.**

**Empowered
by innovation.**

Take Sony.



**One of the best-known and
most-admired companies
in the world.**

In the past 10 years.



Sales \$757 billion

Net profits . . .

In the past 10 years.



Sales \$757 billion

Net profits . . . \$1.5 billion loss

What's a Sony?

Camera?



Video game player?



TV set?

Computer? Smartphone?

When you make everything.



Under one brand name.



You can't find a slogan specific enough for a visual hammer.

What about Apple?



Doesn't Apple make everything?

Apple is not a product.

Apple is  a company.

**Nobody says:
“I bought an Apple.”**



“I bought a Macintosh.”



“I bought an iPod.”



“I bought an iPhone.”



“I bought an iPad.”



Three brands with unique names.



The world's most-profitable company.

On the stock market.



**Apple is worth
\$602 billion.**



**Sony is worth
\$20 billion.**

Many global brands.



Have visual hammers.

The watchband of a Rolex.



The white ear buds of an iPod.



The polo player of Ralph Lauren.



Colonel Sanders of KFC.



Golden Arches of McDonald's.



To win in today's world.



You need both.

A visual
hammer.

A memorable
slogan.



**Thanks for your time
and attention.**