

BRANDING!

...the growth of your company depends on it

Why Most Ads Don't Work

A Monday Morning Memo for the Clients and Friends of The Wizard of Ads

Most advertising isn't working like it should. And, in most instances, the blame lies entirely with the advertiser.

Most advertisers insist on repetitiously cramming the name of their company, the name of their product, their business hours, and their street address into every ad they buy. Such ads do a great job of answering the "who, what, when, and where" questions, while failing to answer the customer's question: "Why?" The simple truth is that most advertisers sound like a mob of two year olds in a day care center, each one jumping and crying, "Me! Me! Me! Watch me! Look at me!"

It may hurt you to hear this, but I've got to say it anyway because I care about you: "Bad advertising is about the advertiser. Good advertising is about the customer." No, this is not just a new way of saying that you should focus your ads on the benefits of your product, rather than on its features. I'm saying you should focus your ads entirely on your *customer*. Remember: The customer isn't interested in your address or phone numbers until you've convinced them of *why* they should care. Do your ads convincingly answer the customer's question, "Why?" or do they speak only about you, your products, your street address and phone number? Need an example of what I mean? Okay. Here's a typical "advertiser" focused ad:



Narcissus enjoying his own reflection

"At Used Car Warehouse, you'll find a huge selection of clean, late model cars to fit *any* budget and *nobody* will give you more for your trade-in than Used Car Warehouse. Imports and domestics, sports cars and luxury cars, pick ups and SUV's, you're sure to find what you're looking for at Used Car Warehouse, open from 9 to 9 seven days a week at 5210 East Bolivar. Financing available with approved credit. Call Used Car Warehouse at 867-57-16. That number again is 867-57-16."

Now, here's a "customer focused" ad for the same advertiser:

"From the moment you slipped the key into the ignition, you knew that *this* was your car. You love the way it feels on the road... in the corner... at the stoplights... Admit it; you even like the way people *turn their heads to watch* as you drive by... (second voice) There is *one* perfect car for every person in the world... And yours is waiting for you, *right now*, at Used Car Warehouse, 52nd and Bolivar."

To make this radio script into a TV ad, all video images would need to be shot from the perspective of a driver looking out of a moving vehicle. We would show neither the vehicle, nor the driver, since our goal is to cause the *customer* to imagine *himself or herself* behind the wheel, experiencing all the things that we're describing.

Are you beginning to catch on?

Roy H. Williams

WMAY
HOT TALK 97.0

WNNS
Lite Rock 99

WQLZ
92.7 the rock station

the river
springfield's modern rock 97.7