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“People who have influenced technology marketing most.”

Execs a byte ahead of pack

key players

Allen Kay, chairman,
Korey, Kay & Partners

Brother Dominic, the monk in Xerox's award-winning advertising dating to the '70s, is a classic in the annals of high-tech advertising. Allen Kay is the man behind the monk.

The original Brother Dominic TV spot (first aired in 1976) was named one of the 50 greatest TV commercials by *Advertising Age*, and the overall campaign, which gave a warm glow to photocopier advertising, is now in the Clio Hall of Fame. The campaign included eight commercials and ran until 1982. During that period, the Brother Dominic character took on a life of his own.

At times, “the monk character actually made Xerox sales calls himself,” Mr. Kay recalls. “There was one Fortune 100 account Xerox was trying to crack, and they couldn't get in. Jack Eagle, who played the monk, said, ‘Let me take a crack at it.’ He walked into the chairman's office in his monk robe ... [and the prospect] became a Xerox client. Brother Dominic opened the account.”

The 50-year-old Mr. Kay, now chairman and director of strategic planning at Korey, Kay & Partners, New York, worked as an art director/writer at McCann-Erickson upon graduating from Art Center College in Los Angeles in the late 1960s.

He developed the Brother Dominic campaign as creative director on the Xerox account at Needham Harper & Steers, New York.

Asked his philosophy of high-tech advertising, Mr. Kay says, “Always keep people in mind. Always remember what benefit the technology provides, because that's what people are interested in. What it is isn't important—what it does is. Think of what you're doing in terms of flesh and blood. By nature, machines are cold. Warm them up.”

The challenge for advertising professionals, he adds, is to take a technology product and “translate it into human terms.”



Allen Kay