



Stuart Elliott's In Advertising

Custom-Tailored Ads for Different Publications

There are custom-tailored suits, customized cars, even custom-blend coffees. Now, a watch marketer and its agency are adding something to those examples of personalized peddling: advertisements produced especially for the publications in which they appear.

The PK Time Group, the distributor of a line of Swiss watches called Dubey & Schaldenbrand, is running a series of ads, created by Korey Kay & Partners in New York, customized for a skein of specialty and niche magazines that are read by the prospective buyers of its wares. To help the campaign stand out amidst the competitive clutter, the headline of each ad makes a humorous link between to the editorial content of the magazine and a watch bearing the Dubey & Schaldenbrand name (pronounced Doo-bay and Shall-den-brand).

The ads, with a budget estimated at \$2 million to \$3 million, are indicative of the increasing efforts being made to bring more creative approaches to print advertising. Among the more outstanding examples of the trend is the tailored campaign for the Mini Cooper, sold by the North American division of BMW A.G., which ranges from a spoof of the Playmate centerfold that runs in Playboy magazine to a booklet filled with witty cartoons that is carried by The New Yorker. And a long-running campaign created by Korey Kay for the Metropolitan Transportation Authority features ads that refer to their locations, whether inside subway cars and buses or on subway station platforms and bus shelters.

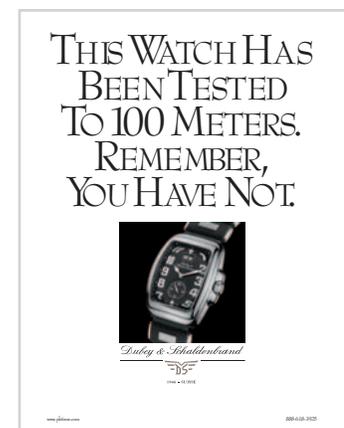
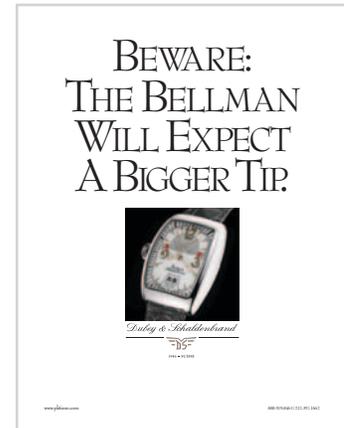
"If you look at most watch advertising, it's all alike," says Ken Grazi, managing director at PK Time in New York, who is also a partner in Kenjo, a shop specializing in premium-priced watches.

"So if you put an ad in a magazine, how is it going to stick out from the other ads?" Mr. Grazi asks rhetorically, then supplies an answer: "When people open a magazine, I want them to know I know where they're reading the ad."

Another reason for the customized campaign, Mr. Grazi says, is that the distinctiveness of each ad is meant to symbolize the distinctiveness of the watches, which cost from \$3,000 to \$35,000 each and are sold by chains like Tourneau and Saks Fifth Avenue as well as the small local retailers known in the trade as fine jewelry stores.

So far, there are about a dozen ads in the series, with more to come. Here are some examples:

* The ad that runs in Guest Informant and Ritz-Carlton magazines carries this headline: "Beware. The bellman will expect a bigger tip."



- * For Aruba Events magazine, the ad carries this headline: "This watch has been tested to 100 meters. Remember, you have not."
- * The ads in automotive magazines like Rosso Ferrari and Cadillac Vision carry the headlines "Something for people to stare at when you're not in your car" and "Hand signals are about to make a major comeback."
- * The headline of the ad for American Airlines Celebrated Living, a magazine for higher-income customers, is "Be advised: The pilot may want to borrow it."
- * For Port of Call magazine, the ad carries the headline "Enjoy every second of your cruise."
- * The ad for a magazine for watch aficionados, Wristwatch Annual '03, carries the headline "Give your cufflinks an inferiority complex."

Tellingly, not only is Mr. Grazi a watch aficionado, so too are the executives at Korey Kay involved in the creation of the campaign, Allen Kay and Neil Leinwohl. Mr. Kay, chief executive at Korey Kay, recalls meeting Mr. Grazi last year when he and his wife, Susan, went to Kenjo for a band for her watch. One thing led to another, Mr. Kay says, and he bought a Dubey & Schaldenbrand watch, the Gran Chrono Astro, at which point Mr. Grazi disclosed that he is the United States distributor for the brand.

Mr. Grazi picks up the story: "I went to the back of the store and by the time I came out again, Allen had taken a couple of index cards and done sketches of some ads for Dubey & Schaldenbrand. He did a presentation on my counter with the index cards."

At first, Mr. Kay says, Mr. Grazi "thought I was kidding, and then I said, 'If you decide to advertise, we'd love to do it.'"

"And the more it looked like we'd work together," Mr. Kay says, laughing, "the better the watch looked to me."

"I walked out with a watch," he adds, "and an account."

Enter Mr. Leinwohl, executive creative director at Korey Kay, who says the campaign is, well, tailor-made for him, not only because it is for a watch marketer but because when he initially gets an assignment for a new client, "I'll usually do three or four ads" even if only one is required.

"If you do a lot of different ads for the same product, the consumer can get drawn to it again and again," Mr. Leinwohl says, rather than realizing the ad is one that he or she has seen before and quickly turning the page.

Mr. Grazi says that the more ads the agency produces, the more fun he is having with the campaign, which he describes in its irreverent attitude as "very American, or, for lack of a better word, 'un-Swiss.'"

"Now when I call and say I want to run an ad in a hotel magazine," Mr. Grazi says, "they say at the agency: 'What hotel? What city?'"

And when Mr. Leinwohl "came up with an ad that says 'Short sleeves are about to become a lot more popular,'" Mr. Grazi says, "I said, 'That's great, but how about in the wintertime?' So he came back with 'Give your cufflinks an inferiority complex.'"

"I had to stop and think about that one," Mr. Grazi says, laughing.

