



Customized Ads have Impact

To me, a black-and-white print ad is the purest form of advertising. It pits your creative mind one-on-one against a white background. With no outside influences. No color. No music or movement. Just you and the medium where it will appear. A black-and-white print ad is the basic medium from which all advertising flows. If you can meet the challenge of black and white print, you are truly gifted.

One truly gifted agency is Korey Kay & Partners in New York.

The Korey Kay touch

Every few years in this column, I celebrate the print work of Korey Kay & Partners. I met the chairman, Allen Kay, in 1976 during an interview about his clever "monk" campaign for Xerox. Over the years, I've admired his work in newspaper advertising, particularly his understanding of the creative possibilities of black-and-white print. You may remember his Stuart Weitzman small-space ads that spoke directly to women, such as: "Shoes so comfortable, hard to believe they were designed by a man..."

The medium and the message

Korey Kay also excels in another area of print: Their ads usually reflect the medium in which they appear. For example, one of their accounts is the New York MTA — the folks in charge of our subways and buses. I remember riding in a brand-new subway car, staring blankly across the aisle, when this ad from the MTA caught my eye: "Hope you like our new high tech cars, because we bought a heck of a lot of them." On a city bus, I saw this ad during the summer Olympics: "Be careful stepping off the bus, you don't want to lose points for the dismount."

Enter their latest print achievement: Dubey & Schaldenbrand watches, a Swiss brand that starts—starts—at \$3,000. This delightful product-as-hero campaign fea-

tures a tight picture of a watch face under four- or five-line headlines, in upper and lower caps in the elegant Bernhard Modern font.

Editorial tie ins

But here is what is so clever about this campaign (executed by Neil Leinwohl, Korey Kay's creative director): Each ad

editorially ties in with the type of specialized magazine where it appeared. For example, (Fig. 1) appeared in *Port of Call* magazine "ENJOY EVERY SECOND OF YOUR CRUISE." (Fig. 2) This ad was customized for American Airlines inflight magazine, "BE ADVISED. THE PILOT MAY WANT TO BORROW IT." (Fig. 3) A hotel magazine:

ENJOY EVERY
SECOND OF
YOUR CRUISE.



Dubey & Schaldenbrand



1946 - SUISSE

www.plotime.com

888-919-6963/212-397-1662

Figure 1

BE ADVISED: THE PILOT MAY WANT TO BORROW IT.



Dubey & Schaldenbrand



www.pldtime.com

888-919-5443/212-907-1460

Figure 2

"BEWARE: THE BELLMAN WILL EXPECT A BIGGER TIP." (Fig. 4) This ad targeted readers of upscale automotive magazines: "SOMETHING FOR PEOPLE TO STARE AT WHEN YOU'RE NOT IN YOUR CAR." (Fig. 5) For a magazine that specializes in watches and jewelry: "GIVE YOUR CUFFLINKS AN INFERIORITY COMPLEX."

But what about newspapers?

Okay, Lynne, why are you featuring ads that were tailor-made for niche magazines? Your specialty is newspaper. My answer and suggestion to you is this: When you are promoting upscale mer-

chandise, you should consider the various sections of the newspaper as niche media. (These are actually retail ads. The area at the bottom is left blank to slug in the retailer's logo, etc.) Upscale consumers are newspaper readers. A person who can afford a \$10,000 watch, research shows, is also a person who reads his or her newspaper, whether the local paper is for a Manhattan executive reading *The New York Times* or a company president in Tennessee reading the *Nashville Banner*.

Impact and reinforcement

Consider three demographically high sections of the newspaper—travel, auto-

motive and style. Imagine the impact on a prospective customer when he or she sees an ad in one of these specialty sections. Now, that is how you break away from the competition! Imagine seeing watch ads that tie in with the cruise, the airline, or the hotel references (Figs 1, 2, and 3) in the travel section of the newspaper. The car reference (Fig. 4) is custom-tailored for the automotive section. And the cufflink comparison (Fig. 5) is a natural for the style or general news sections.

Let's look at branding.

Enough said about linking the ad headline to the editorial content. Let's look at the ads as communication. They have a voice. The voice is humorous and personal. It speaks to the reader's ego. Wear a D-S watch and people will envy you. You'll want to show it off because of its sleek Art Deco curves and Bauhaus shapes, designs that have epitomized wealth and sophistication ever since they were introduced in the 1930s.

Emotional bonding

These ads have strong executions of emotional bonding. One of the best ways to bond is to have the prospect adopt the personality of the merchandise. Look at the five examples again. According to the headlines, this gadget strapped around your wrist can bring you stares, admiration, dependability, applause, envy, even snob appeal.

When the world of products or merchandise that you're promoting are very similar to each other, there's a challenge to come up with a unique attribute or benefit as the major selling idea. For example, high-end wristwatches are difficult to differentiate on a performance basis. Can you tell whether a Rolex keeps time better than a Raymond Weil, or a Patek Philippe? (If you can, you probably have Swiss ancestors.)

Whether you are in magazines or newspapers, in black and white or in color, you need a creative strategy based on a strong,

memorable identity for the brand that will appeal to that interests of consumer, who can afford your merchandise.

Maybe you need a niche. Or emotional bonding. Or black-and-white thinking like Korey Kay.

Until next time,
Lynne

If you have a successful newspaper ad or campaign, call or fax Lynne Meena, *Retail Ad World* (800) 818-1181 Fax: (800)-818-8329). Lynne helps advertisers produce more effective advertising through her slide shows, consultations and workshops. Her video and tabloids on "The Power of Newsprint, Creative Concepts in Newspaper Advertising" are a source and celebration of newspaper creativity.

SOMETHING
FOR PEOPLE TO
STARE AT WHEN
YOU'RE NOT
IN YOUR CAR.



Dubey & Schallonbrand
DS
1946 - 2008

www.platinum.com

888-818-1181 / 212-370-3062

Figure 4.

BEWARE:
THE BELLMAN
WILL EXPECT
A BIGGER TIP.



Dubey & Schallonbrand
DS
1946 - 2008

www.platinum.com

888-818-1181 / 212-370-3062

Figure 3.

GIVE YOUR
CUFFLINKS AN
INFERIORITY
COMPLEX.



Dubey & Schallonbrand
DS
1946 - 2008

www.platinum.com

888-818-1181 / 212-370-3062

Figure 5.