

The IAA Forum

An IAA Jordan Newsletter

IAA Jordan brings back direct marketing guru Andy Owen

Amman, April, 2008 - The International Advertising Association - Jordan Chapter (IAA Jordan) is bringing back Andy Owen, one of the world's leading experts in direct marketing, to give a dynamic Masterclass on June 16th under the title 'Discover the Secrets of Successful Direct Marketing'.



Owen, the CEO and owner of Andy Owen & Associates in the United Kingdom, is expected to show how direct marketing works. He will share the secrets and techniques that are used by the professionals to create campaigns that deliver "cash register" response. Most importantly, Owen will share with the audience the very latest in creative, copy and strategic techniques in addition to tips and secrets on contemporary direct marketing.

The Masterclass will include over 100 examples from global campaigns and will discuss why creative directing is very different from traditional advertising. what must and must not be done in direct mailings, fonts to use and avoid in typography, and how to create meaningful test campaigns. Other topics include how to create messages that cut through the clutter while finding out the secrets and techniques of professional copywriters in addition to learning how to harness the enormous power of words.

Owen will be visiting Jordan for the second time, after being one of IAA Jordan's most popular speaker at last year's third Annual Advertising and Marketing Communications Conference "Box Basics".

Andy Owen is Managing Director of Andy Owen & Associates, a leading International direct marketing agency, specialising in all aspects of contemporary direct marketing. The company has offices in UK, Middle East, Romania & Russia.

The company's corporate website is www.andyowen.co.uk The specialist copy division has its own site at www.copywritingthatsells.com

Andy can be contacted personally at andyowen@aol.com

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May 2008

What's going on?

June

Direct Marketing
Masterclass with
Andy Owen
June 16th
9:00am –5:00pm
Zara Expo

*For more information
please call +962 (6)
593 5004*

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Learn from the best - and employ professionals to write your copy...

By Andy Owen

Have you ever wondered how the truly great in our business get there and stay there?

It's simple. They *study* the business.

They watch. They listen. They test. They revisit and they evaluate.

As a result they get better and better. Every single day they obtain more knowledge and they grow. The distance between them and the rest just increases until they are over the hill and gone...

They become leaders. Gurus. Call them what you will.

It's the same in any walk of life. Take David Beckham and his free kicks. He is the best in the world at that skill. And, it's no accident. He practices every single day. He is still on the training ground when everyone else has gone home.

That's what it takes to be the best.

Cindy Crawford was famously quoted in 1994 when asked about her looks. *"You don't think I look like this naturally do you? I work 8 hours a day to look like this. It's very hard"*.

People in our business don't study. Period.

I know of only a handful that do. It staggers me, I have to say...

An awful amount of money could be saved by studying past marketing and communication examples and techniques. And this includes copywriting.

Let's face it. Times change, but, by and large, people don't. It is very likely that a good idea decades ago, would still be a good idea today. And, a bad idea then, has every chance of being a bad idea now.

With a couple of exceptions, most of the books that are best in our business are old. What does that say about our industry today?

How many of you out there have read the works of people like *John Caples, James Webb Young, David Ogilvy, Bill Jayme, Drayton Bird, Murray Raphael and Herschell Gordon*

Lewis, to name but seven...?

Very few, if my experience is anything to go by.

A lot of people I have spoken to have never read any of them. A top agency boss I met recently, admitted to have never heard of Caples, Young or Jayme.

I find it both astonishing and very sad.

These people are GIANTS in our business. We can all learn so much from them. I know I do. Every day.

Because of these guys, I came to realise very early that there is NO tougher discipline than writing to pull response...writing copy that sells is a specialist art...

And an incredibly tough one, too...



But, after 26+ years in this crazy business, it is my strong belief that this fact is completely misunderstood. Not only by client companies, but by agencies, advisers, consultants and, to a certain degree, by the Industry Associations and the leaders themselves.

These days, there is so much dross out there. As a result, the recipient of your message has a shortening attention span. Latest figures show that most people in the UK receive, in various forms, over 13,000 marketing messages a week.

So, connecting to the reader is absolutely vital. In one-to-one marketing, it is the words that connect. Not the pictures.

Words sell. Pretty pictures do not.

It is estimated that the success of a direct mail pack is determined in the first 2.8 seconds, when the reader considers the opening and the P.S. of the letter.

If there is no relevance to the reader, or the copy contains no benefits or news, then all will be lost. No amount of pretty pictures or budget-busting creative ideas will save it.

Not an opinion by the way. A proven fact.

The lessons are there for all to see. Don't play games with your copywriting. Employ professionals. Why?

Well, I can give you 100 reasons why. Here's the best:

Because they will write better than you. That's why. Everyone uses words, but only the professional writer knows how to use the correct ones. The words with pzazz impact and influence.

The words that make people *do* things... To a copywriter, every word is a *weapon*...

But, be sure you don't give your direct mail copywriting brief to your ad agency, sales promotion agency, your PR company or your design house.

The reason is simple. They won't have a clue how to write effectively to pull response. It is a specialist culture.

Why would you want to do that anyway? When you have a design brief, you don't go to your copywriter. When you get toothache you don't go to your doctor, you go to your dentist.

Horses for courses. It's the same with copywriting.

If you have a DM copy requirement, it always pays to use someone who understands. And preferably one who studies the business. There are many charlatans out there...

If you feel like trying yourself, the best place to start is to buy some books from the above individuals and read them from cover to cover. Then read them again.

You'll not get better advice.

I'll be covering this subject in detail and lots, lots more at my Masterclass in Aman on June 16th. See you there!

The Mass Market is Dead

WHY ARE COMPANIES STILL ADVERTISING TO EVERYONE TO GET TO SOMEONE

It has never made sense to me and never will.

A few years ago, my good friend Jerry Reitman, a former executive vice president at Leo Burnett and now vice chairman of International Data Response Corporation, gave a speech to a group of several hundred retailers at a marketing convention in Baltimore.

He made a truly dramatic statement at that show, which really shook a few people up. He said *"Mass marketing was a myth. It not only does not exist today, but probably never did"*.

Jerry produced this evidence to prove this theory, *"Customers have different names, ages, addresses, dialects, education, incomes, ethnic backgrounds, experiences, aspirations, circumstances, family structure, motivations, behaviour patterns, personalities, character traits, physical features, emotional makeups and personal priorities. Consumers are individuals as unique as snowflakes"*.

His point was absolutely spot-on: People have always been and will always be, individuals. Every one of us is unique, different, separate and apart from anyone else.

Advertising agencies hadn't the faintest idea how to address this, so reliance was placed on mass media which suggested that this was the way to market, advertise and promote your business.

Without anyone coming forward with an alternative, this general approach ruled the roost. And, didn't they get away with murder...(and still are most of the time)

Then, the computer exploded into our lives. Rick Fizdale, Leo Burnett's chairman, said, *"The database will prove to be a more powerful marketing tool than television ever was"*. As Harvey MacKay observes in *How to Swim with the Sharks Without Being Eaten Alive*, *"something you know about your customer is much more important than anything you know about your product"*.

And how right both of them were. Everything in the market today is about smaller and smaller more defined and segmented interest groups,

which themselves are continually imploding. The media world is fragmenting and so are audiences.

These days, only contemporary direct marketing techniques and applications can address this challenge.

We now have to market on the differences of people, not their similarities. However, you have to clearly identify the audience first, then entice them with regular benefit-laden communications, provide rewards and, in the process, obtain additional marketing intelligence about them.

This change from a product marketing strategy to a customer marketing strategy is underpinned by the 'written in stone' commandment that it is infinitely more profitable to sell to existing customers than it is to keep finding new customers.

It's ironic really. Now that customers are getting promiscuous, marketers want to go steady. They talk about customer dialogue, relationship marketing and the dreaded CRM, but before they do any of that, they must first learn to listen a bit more. The customer conversation is totally different conceptually from a mass marketing dialogue. It reflects the needs of a sophisticated and confident market in which the customer is now firmly in control.

What's more, that customer knows it.

To be successful in marketing these days, companies must start to communicate to relevant groups of people, one at a time. Whether the audience is a dozen or millions, people do not respond as a target consumer or as profiled sample , but as me, and you, and her and him.

Andy Owen is Managing Director of Andy Owen & Associates, a Strategic Marketing Consultancy, with offices in Birmingham, Dubai, Paris, New York & Los Angeles. He personally visits Dubai every four weeks to work with clients in the area. He can be contacted on 0044 121 778 6640 , or by email at andyowen@aol.com en.co.uk

Probably the most important direct marketing event ever staged in Jordan...

16th June 2008
Zara Expo
Amman, Jordan

“Discover the secrets of successful direct marketing”

On Monday 16th June 2008, one of the world's most respected direct marketers - Andy Owen, is coming to Amman. He is an inspirational character, with a unique passion. He will be here to present a full day show called 'Discover the secrets of successful direct marketing'.

It will be a groundbreaking event. During this incredible day, Andy will share with the audience, the very latest creative, copy and strategic techniques, tips and secrets of contemporary marketing.

He will show you how direct marketing works. He will share with you the secrets and techniques that are used by the professionals to create campaigns that deliver "cash register" response...

Here are just some of the things you will discover on the day:

- Creative for direct marketing - why it's very different than traditional advertising
- Direct mail explained and explored - what you must do and what you must not
- Envelopes, response forms & reply devices - how to create winners
- Promotional postcards - one of the best-kept secrets of DM
- Guarantees & testimonials - why you should always use them
- Typography - fonts to use and fonts to avoid
- Testing - an essential discipline. How to create meaningful test campaigns
- Direct response advertising - how to create ads that pull response
- Online and digital marketing - how to create messages that cut through the morass
- Copywriting - find out the secrets and techniques of the professionals and learn how to harness the enormous power of words

... and much, much more, including over 100 campaign examples from around the world.

Visit www.andyowen.co.uk

and www.copywritingthatsells.com

to find out more about Andy.

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&a

andy owen
& associates



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“Andy Owen is a remarkable speaker. Confident, clear and precise. I recommend his shows to everyone.”

KSENIJA KLEPEC

“You are one of a kind- you talk your walk AND walk your talk. I really enjoyed and learnt a lot from your valuable presentation - simply brilliant.”

DON GIHANTHA

“Andy is a real eye-opener for today's self-satisfied marketing society. He has the magnificent talent of inspiring and convincing any audience. At his events, you will learn tons of practical ideas that you can steal and instantly apply to your marketing programmes. His recommendations are absolute gold dust for those wanting to improve their direct marketing.”

EMINE PURA, Chief of Education Committee, Istanbul, Turkey

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This will be a unique event for Jordan and it promises to be something really special from one of world's most sought-after and popular marketing figures. So, if you're serious about your marketing and communication activity for 2008 and beyond, this is an event you simply cannot afford to miss.

Places will go fast. In fact, some seats have already been sold. So, don't be disappointed, respond today!

FOR MORE INFORMATION AND REGISTRATION CONTACT:

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Fax: 593 5007

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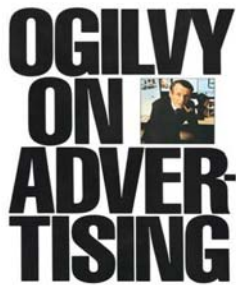
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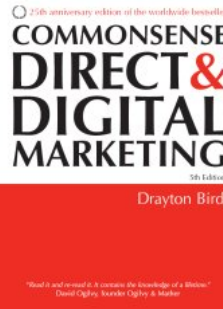
Send press releases, announcement, advertisements, and your general company news and we will be happy to include it in our newsletter!



We recommend...

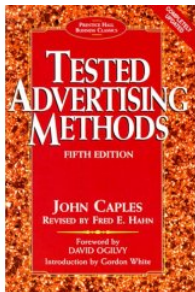
Reviewed by 89 customers on www.amazon.com

"The information in this book is priceless"



Reviewed by 44 customers on www.amazon.com

"If you are looking for the best combination of experience and easy reading with a "How to..." approach, this book is the best."



Reviewed by 30 customers on www.amazon.com

"Tested Advertising Methods" is one of those rare books that, for a genuine ad guy or girl, has maintained its potency and worth through a thousand social trends and industry changes."

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Solution

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Puzzles from <http://www.sudokucollection.com/>

Customers who bought these books also bought:

- Smart Start-Ups: How Entrepreneurs and Corporations Can Profit by Starting Online Communities - by David Silver
- We Are Smarter Than Me: How to Unleash the Power of Crowds in Your Business - by Barry Libert, John Spector, and Don Tapscott