

# The Red Letter



I Give You My Words

Volume 6, Issue 7  
July 2009

A National Award-Winning Publication  
[www.fredcomm.biz](http://www.fredcomm.biz) <http://redletterspot.blogspot.com>

Martin "Red" Fredricks  
[martin@fredcomm.biz](mailto:martin@fredcomm.biz)

## Common Traits of Uncommon Ads

In "Made to Stick," an insightful read for anyone in advertising and marketing, Chip and Dan Heath explain "Why Some Ideas Survive and Others Die."

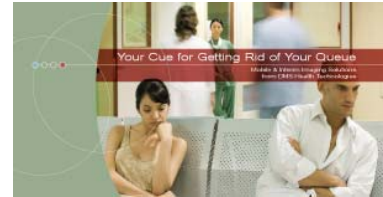
In a section entitled, "Systematic Creativity," they mention an Israeli study, "The Fundamental Templates of Quality Ads." In it, the researchers explain six "templates" underlying award-winning ads. They suggest that, by using them, creative teams can engage in focused creativity and generate stronger, more effective ideas. Here are the templates:

- **Pictorial Analogy** – Portrays situations in which a symbol is introduced into the product space. Example: A tennis ball in the shape of a croissant to advertise the French Open.
- **Extreme Situation** – Presents unrealistic situations to draw attention to a product's key attributes. Example: A spot for locks featuring an old lady scaring burglars away by barking at them.
- **Consequences** – Conveys the implications of following or ignoring an ad's recommendations. Example: A commercial for car speakers that shows a car on a bridge with the speakers so loud that the bridge is about to collapse.
- **Competition** – Pits a product in competition with a product from another class. Example: An advertised car racing a bullet.
- **Interactive Experiment** – Creates realization of a product's benefits by forcing audience members to interact with the medium in which the ad appears. Example: A shampoo ad that contains a big black patch. When a viewer interacts with the patch, the need for anti-dandruff shampoo becomes obvious.
- **Dimensionality Alteration** – Manipulates the dimension of a product in relation to its environment. Example: A spot that shows a widow arguing with her deceased husband about the need for life insurance.

To learn more, read "Made to Stick" and check out the study by searching "The Fundamental Templates of Quality Ads" on Google.

## New Work

DMS Health Technologies,  
Advertising Marketing



View the full series of postcards at [www.fredcomm.biz](http://www.fredcomm.biz). Click on "Portfolio," then "Direct Mail."

A direct mail series to aid in selling DMS mobile, interim and fixed-site diagnostic imaging solutions.

**DMS Health Technologies**  
Shanna Flanagan  
Christi Kukes

**Advertising Marketing**  
Travis Kurtz – Creative Team,  
Account Management  
John Holland – Creative Team,  
Design

**FredComm**  
Creative Team, Copywriting

*It seems like everywhere I go, the more I see the less I know. - Michael Franti*

The Good Word

### On My Mind Lately

I love watching sports on TV – football, hoops, baseball golf...you name it. Lately, a quirk of sports commentary has been getting to me. I should say, rather, a quirk has been getting to me *as of late*.

- On deck is Joe Mauer, who has been extremely hot with the bat as of late.
- Tiger's been struggling with the driver as of late, possibly due to his recent knee surgery.

Perhaps they think it makes them sound more intelligent (it doesn't),

or maybe they're using unnecessary words to fill up air space. Either way, "It's LATELY!" I shout wildly at the screen. My poor wife, Cassi, can only chuckle, pat my knee and tell me I really must let that stuff go.

She's right, I should, but as of late I'm still screaming.