

# The Red Letter



I Give You My Words

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A National Award-Winning Publication  
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## Choice.

### FredComm-EDC Brochures Earn ADDY™ Judge's Honor

FredComm earned one of three Judge's Choice Awards at the 51<sup>st</sup> Annual Advertising Federation of Fargo-Moorhead ADDY Awards on Friday, February 29. It was, I must say, an exceptionally choice evening.

FredComm took a Gold ADDY in the "Collateral Material, Brochure Campaign" category for a series of three brochures which went on to garner the Judge's Choice. The brochure series was designed to help the Greater Fargo Moorhead EDC attract businesses, families and college students to the FM community.



Judge Greg Skoog of St. Cloud had this to say about the series: "I love this whole campaign for what it is and what it makes me want to do. I think I'm going to move to Fargo Moorhead and open a business while I send my kids through college. The photography on all of these pieces is consistently engaging, the layout is accessible and the copy is smart, clean and compelling. Way to go Fargo (and Moorhead)."

One of the best designers in the city, Brad Clemenson, deserves much of the credit for this victory. Others include Mary Batcheller and the rest of the GFMEDC staff, Tim Flakoll and the Tri-College University staff, the admissions staffs and campus photographers at each of our four-year universities, Tyler Kiple, Arntson Photography, Haney's Photography, Knight's Printing and Richtman's Printing. Congratulations to you all, and thank you.

FredComm also earned three Silver ADDYs and contributed to several Golds and Silvers for Jubae Design award-winners.

## The Goal is Persuasion

In this message-cluttered world, marketing needs to go beyond communication to persuasion.

In his essay, "Why Clients Need Persuasion Partners (Instead of Advertising Agencies)," Tom Patty, former president of TBWA Chiat/Day, breaks persuasion into three essential components:

**Message Content** – What is conveyed, and how. It must be backed by factual evidence and incorporate positioning and strategic approach.

**Speaker Credibility** – Often, what is heard is filtered through the hearer's perception of the person or organization delivering the message.

**Audience Involvement** – The message must touch the audience personally. To do that, one must understand audience motivators and whether a product or service "...represents a 'want,' a 'need,' or a 'have-to-have.'"

*The supreme accomplishment is to blur the line between work and play.  
– Arnold Toynbee*

*The Good Word*

### It's All Happened Before

Are you Marty McFly, Dr. Emmett Brown or the protagonist in H.G. Wells' most famous novel? Didn't think so.

In that case, you have never piloted a time machine or done anything in the future. Like the rest of us, all of your experience

was accumulated before right now; everything you've ever done is past, previous or prior. That is obvious and without need of further clarification. But for some reason, we still refer to experience as past, previous or prior.

Drop "previous" from "I have previous experience working with financial institutions," and

you lose no clarity while gaining a word of brevity. Applicable experience? Yes. Relevant experience? Sure. Extensive experience? Without a doubt. Past, previous or prior experience? No way, no how.

Respect the space-time continuum: leave the past in the past.