

The Red Letter



I Give You My Words

The Green Issue
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Fredricks Contributes to "Judges' Choice" FredComm Earns Two ADDYs, Credits on Six More

Fredricks Communications contributed message development and copywriting for one of only three Judges' Choice Awards presented at the 48th Annual Advertising Federation of Fargo Moorhead (FM AdFed) ADDY® Awards in Fargo February 18.

Competition judges recognized the DMI Industries Branding Program for Best Overall Presentation and Branding. Jubae Design, Fargo, was the lead agency on the project.

"It was a powerful idea of character and strength, crafted to perfection," the judges said. "Then, to be able to pull off the execution so beautifully with great art direction, amazing photos of real employees, and remarkable copy. The best thing a judge can say is, 'I wish I had done this myself.' These are pieces any one of the judges would have loved to claim for their portfolios."

FredComm earned a Gold ADDY in Elements of Advertising, Copywriting, Print for "DMI Corporate Brochure," and a Silver ADDY in Ad Industry Self-Promo, Creative Services, Direct Marketing/Specialty for "FredComm Holiday Greeting." FredComm also received copywriting credits on six additional award-winners for Jubae Design, GL Ness and Sundog. (For a listing, visit the [FredComm website](#), click on About FC, then on Honors/Awards.)

FM AdFed is an affiliate of the American Advertising Federation (AAF). The AAF's annual ADDY Awards "honor excellence in advertising and cultivate the highest creative standards in the industry." Gold ADDYs go on to district competition, and winners there compete at the national level.

Don't Take My Good Word For It...

After a little more than a year in business, FredComm has some happy clients who are spreading the good word. Visit the [FredComm website](#), click [About FC](#), then click [Clients/Testimonials](#).

10 Ways to Overcome Creative Hurdles

10. List all ideas without initial quality judgments
9. Simplify or make the project more complex
8. Steal ideas
7. Work backward from the intended result
6. Enforce mid-project deadlines
5. Change or build on an off-target idea
4. Take a break
3. Work 24/7
2. Connect seemingly unconnected ideas
1. Assign the project to some other poor sucker

Maybe it's bred in the bone, but the sound of pipes is a little bit of heaven to some of us.
– Nancy O'Keefe

The Good Word

Red Goes Green

Be you Irish or no, a Happy St. Patrick's Day to you!

Once a year, FredComm's brand colors switch from the red, black and white of writing and editing to the lush green of Ireland. For marketing purists, it's a bad idea; brand identity

should remain consistent through all communications. Yada, yada, yada. After all, Red wouldn't be Red without a little green.

We Irish love to laugh at ourselves. So, in the spirit of the celebration, here's a bit on Irish marketing:

Gallivan and McAuliffe wanted to make some easy money, so they

bought a truckload of carrots at 40 cents a bunch and sold them at 40 cents a bunch. That night they counted the proceeds and were amazed to find they had the same amount of money they started with.

"See!" said a disgusted Gallivan. "I told you we should've bought a bigger truck!"