



**Unique Venues
Annual Marketing Conference
October 8, 2013**

Look Magnificent

Tips and Trends for Effective Marketing Communications

unique
venues
you belong here™

Chuck Salem



- Effective Advertising
 - Know your purpose
 - Be fresh and creative
 - Be clear and upfront
 - Be clean
 - Be memorable
 - Build recognition & be recognizable
 - Multi-tiered planning

- Know your purpose
 - Where are you in the pyramid
 - Who's your audience
 - What mediums



- Remember the Pyramid?





- Be fresh and creative
 - Bring your product personality to life



- Be clear and upfront
 - Leave no question
 - Call to action
 - The how to's



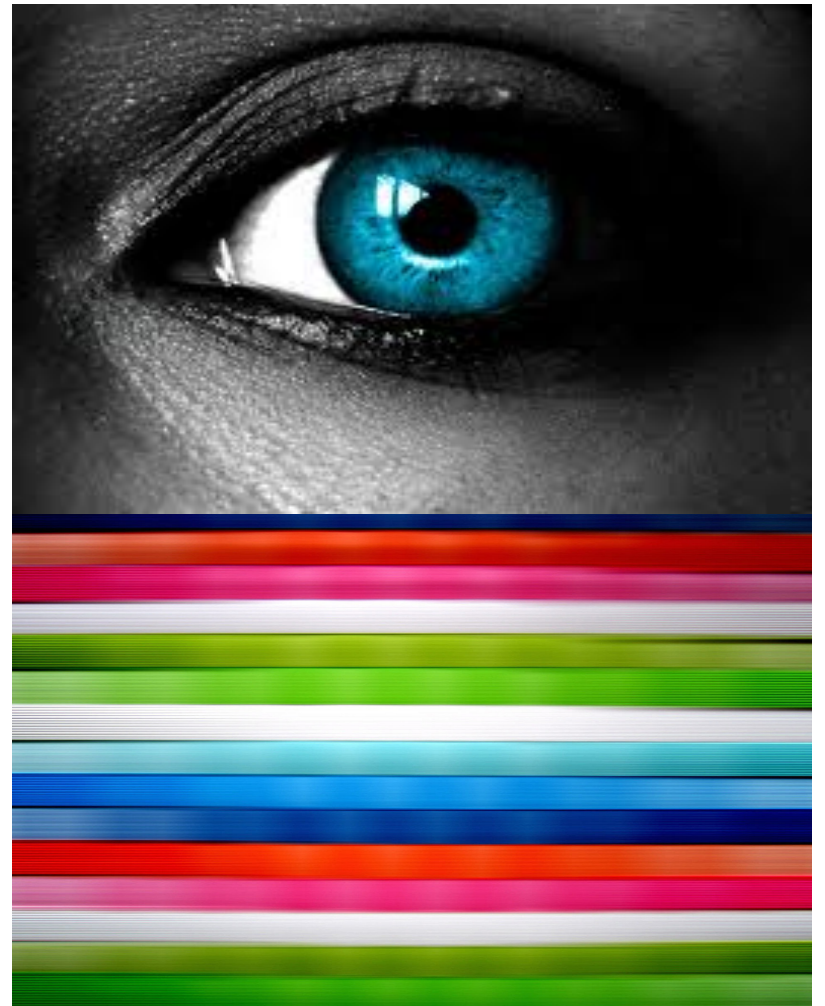
- Be clean





- Be memorable
 - That which is unique is inherently memorable
 - Take calculated risks

- Recognition
 - Be a signpost in a crowded marketplace
 - Build on your brand
 - Be bold within your brand





When your brand becomes THE product you've arrived.





- Layered Advertising
 - Multiple medium approach



Part Two

Advertising Personalities

unique
venues
you belong here™

Chuck Salem

13

Fun and Humorous



Minimalist



Emotions





got ad?



got
ad?

Your typjng whille you drive
is asbad as your drivinh whilr
yooou typr



Wir leben Autos.

got
ad?



DALLAS FARMERS MARKET
HEALTHY FOODS - AFFORDABLE PRICES - NOW ACCEPTING  Lone Star

got
ad?





got
ad?





The 12th Annual Women's Golf Classic: priceless

MasterCard® is proud to sponsor the Reverse Draw at this important event in support of the **Children's Aid Foundation**.



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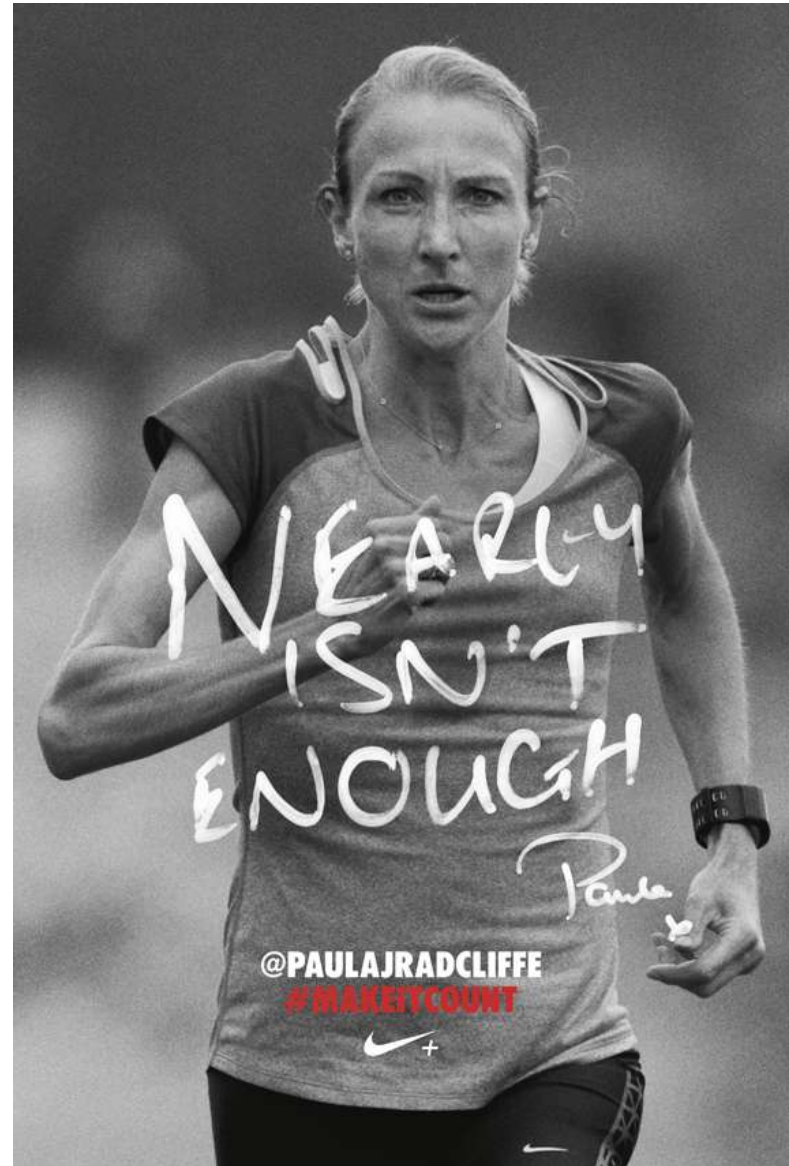




Emotions







HE CAME OUT
 OF NOWHERE!!
 PUSHERD ME AGAINST THE
 WALL AND TOOK
 MY PHONE
 Before
 then I never
 thought twice
 about walking
 home from
 work. Now I'm
 ALWAYS LOOKING
 OVER MY SHOULDER
 Victim Support
 made
 me realise
 that anyone
 can be a victim.
 And with their help
 I'm getting my life
 back to normal again.
 VictimSupport
 can help you make the
 marks of crime fade away.
 If you've been a victim or can give
 time or money to help. Please visit
VictimSupport.org.uk

victim support
 Find the Strength.



Fun and Humorous





6.0	6.0	6.0	2.5
			
FIN	RUS	GER	USA

SORRY
I WAS EATING A
MILKY WAY™

MATT BRUSH – US SKATING JUDGE










proud supporter of the Stanley Cup playoffs & all its diehard fans.





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MAGIC Etch A Sketch® SCREEN

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MADE IN CHINA. PLEASE USE IN STURDY PLASTIC FRAME WITH CARE.

Don't you wish you could erase all your mistakes?





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Precision Parking.
Park Assist by Volkswagen.





iPod...I'm your father



KISSFM97.7
DO YOU REMEMBER?



The Case Study for Humor





Humorous Advertisement

International Society of Eraser Manufacturers

Purpose: Announcement of next year's annual conference

Place: Print ad in current year's conference program





Emotional Advertisement

International Society of Eraser Manufacturers

Purpose: Raising awareness for the need for erasers in a world of declining eraser users

Place: Billboards





Minimalist Advertisement

International Society of Eraser Manufacturers

Purpose: Raising awareness for potential eraser consumers

Place: Billboards

got ad?



Thank You!

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