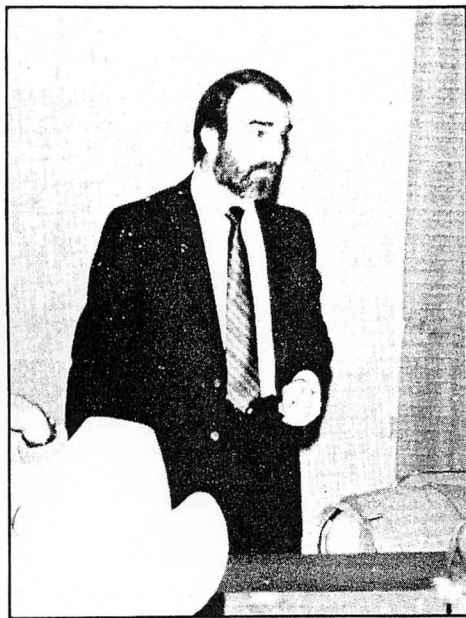


ADVERTISING...

How to get more **BANG** from your bucks!

by
Jeri Lynn Sloan



Ted Price, owner of the advertising firm Words and Music in Omaha, Neb., explained 'top of the line awareness' to Angus breeders attending the Association-sponsored advertising seminar.

No matter what business or profession you are in, or what kinds of goods and services you sell, the fundamentals of advertising are the same. That point was driven home to over 300 Angus breeders attending the open committee session on advertising held in conjunction with the North American Livestock Exposition in Louisville, Ky.

The event, sponsored by the American Angus Assn., gave breeders a chance to learn more about effective livestock advertising. Ted Price, advertising executive from Omaha, Neb., told breeders, "What McDonald's does, what United Airlines does, what Miller beer does, applies to what you should be doing even in a town of 5,000 or 500 people." Stressing fundamentals are the same, Price told the group the market area for most Angus breeders is a 75 to 100 mile radius of their ranch. This is what he called ADI, or area of dominant influence. While the market area for McDonald's is the entire United States, Angus breeders need to apply the same advertising principles to their own market area, Price said.

The second point made was, "It is not what you say in your advertising, it is how you say it." Price then stopped to introduce his wife in the audience and announce she had just signed a record contract with Columbia records. After audience applause Price added, "She gets 11 records for a penny, then if she wants to buy any more (laughter) . . . See, it's not WHAT you say, its HOW you say it."

"Everybody advertises for the same reasons—to sell more products and services at a profit," said Price. "The way you do that is by achieving an idea we call 'top of the line awareness.'" Price lauded that idea as the single most important force in advertising today. "Consumers or potential customers must be more aware of you than your competitor. If you are a car dealer or a cattle breeder, the idea is not to create a market, but to make sure you are the market share leader."

Price stressed his points and captivated the audience by his humorous and entertaining examples of familiar products and advertising slogans and by involving the audience in his presentation. His examples pointed out people buy products at places with which they are most familiar.

"You have to make sure your name is thought of first and favorably," said Price.

Emphasizing we are creatures of habit, Price noted, "Anytime another breeder goes to a competitive ranch or competitive breed other than your own, they develop a habit of doing business there." Because "nobody believes in everybody all the time" a good advertising program can change that habit and put your ranch first and foremost in the minds of potential customers, Price told the producers.

He asked the audience how many had heard of an Isuzu. About half of the group responded by saying they had never heard of an Isuzu. Price bet the audience that if they were in the market for a car and Toyotas were on sale for \$6,995 and Isuzus (Japanese-made cars about the same quality as Toyotas) were on sale for \$5,995, they would probably buy the Toyota.

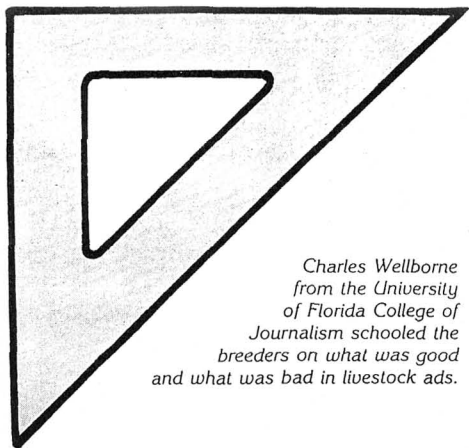
"It is not what you say in your advertising, it is how you say it."

A well-known ranch will probably get more business because producers feel favorably about them and think of them first, Price noted.

"Almost no one is in the market to buy any product or service based on the advertising they are exposed to TODAY," Price said.

"That's why, ladies and gentlemen, Coca-Cola says, 'Coke is IT' . . . that's why Toyota says, 'Ask for it, you got it—Toyota' . . . that's why Datsun says, 'Datsun—we are driven' . . . 'Volkswagen does it again' . . . 'Honda, we make it simple' . . . 'Isuzu—?'"

After jokingly reciting what advertising slogans for Safeway's Cragmont cola might sound like, Price stated that Pepsi, Coke and RC sell 97.5 percent of all cola sold across the United States. Why? Because they are thought of first and favorably. He pointed out that most of the time, most people are quality buyers.



Charles Wellborne
from the University
of Florida College of
Journalism schooled the
breeders on what was good
and what was bad in livestock ads.

"If you are well known in your area as the person that breeds the best cattle, then you are probably going to get most of the business."

Price told producers if they are not well known, they must make sure potential customers become more aware of them than ever before.

"But you have to remember something," warned Price, "You cannot do this overnight."

He likened the situation to developing muscles by lifting weights. Lifting barbells one, two or three times will not build muscles. What is needed is a program. Price told the group a program has a strategy, a beginning, an end, a goal and an evaluation of that goal.

Using the slogan "K-Mart is your savings place" as an example, Price indicated their



strategy was to take the position of a discount department store.

Breeders advertising livestock must also position their ranch or product, start a campaign program, have a goal (possibly to gain more market share), and at the end of that campaign program evaluate the situation to see if any market share was gained or if the goal was reached. Price stressed the importance of following through with the program.

Just as advertising is necessary to gain market share, it is also needed to retain it.

Once again citing the McDonalds hamburger chain Price said, "McDonalds has all the business they can handle. What they are trying to do is continually remind us that they sell hamburgers, so Burger King and Wendys do not take any more market share from them. And the same thing applies in any other business."

At the conclusion of Price's presentation the program was turned over to Charles Wellborne of the University of Florida College of Journalism, Gainesville. Wellborne used slides to explain the difference between good livestock ads and poor ones.

Wellborne's discussion and illustrations centered around layouts and design and writing ad copy and headlines for print advertising. He stressed the effectiveness of clean, simple layouts with short body copy.

"A common mistake of many livestock advertisers is to try to include too much information in the space available," he said. "The effectiveness of white space in good layout and design should not be overlooked."

Breeders need to remember their ads project an image of their ranch, Wellborne told the group. He suggested advertisers work with consultants and media advertising people to get the most effective advertisements possible.

The general consensus of breeders attending the advertising session was that the event was very worthwhile and that each breeder attending took home several ideas on "how to get more bang from their advertising bucks." AJ