

# There is only one solution to an advertising problem:

## *Find the person...*

**H**ave you ever wondered what makes an ad *great*?

Many would answer "sales of course" and we agree... and in most cases, that's exactly what the person who's paying for it had in mind!

And as an instrument of sales, advertising continues to fulfill its growing promise. But writing that *strikes the profitable responsive chord...* is truly the *multi-million dollar secret!*

There's no doubt that large corporations and small businesses alike are all striving and crying for greater success through their *printed voices - advertising.*

Many campaigns - particularly in direct mail - have produced enough measurable sales to be called great. But as advertising has come of age, there's a whole lot more to it than simply trying to send a target audience to your website!

*Great advertising*, whether in print, on the radio, TV, or the Internet - is like true happiness... *it's a lot of little things combined.*

*Great advertising* is not always the most beautiful. In fact, *the reverse is often true.*

*Great advertising*, however, does have two things in common: *an idea or concept that can be transcended regardless of the medium used... and, a sincerity and believability that reaches right out of the page into your heart!*

A *persuasive call-to-action* remains the ultimate *objective* of any advertising and marketing endeavour.

And you can create a *feeding frenzy* from almost any point on the

creative compass if you've got a central idea worth harnessing, and *a person with a creative solution* that can articulate it and pull it all together... because great advertising and marketing strategies are not machine-processed; *they are man-made!*

The older and wiser a business owner grows, the more he or she appreciates that a person with a *creative solution* is not a cost, but an asset with a very specific, welcomed, and measurable return-on-investment!

The cost of your ad is the same, whether *it sells \$10,000.00 or \$100,000.00 of your products!* And the difference in the results that you get always lies with the difference in the *creative strategy* that you use. *And if it's easy to read, you can bet it was hard to write!*

Finding the right creative solution for you is largely a question of finding the right creative person. The creative individual that actually rolls up his or her sleeves and does the hard work required to finally uncover the most marketable distinction for your product or service.

Years ago, the great Claude Hopkins created *direct response* advertising by sending people directly into the stores with his *coupon campaigns*. His campaigns poll-vaulted multi-national packaged goods and beer companies alike *from cellar dwellers to the #1 position with measurable precision.*

Advertisers attempting to incorporate the coupon redemption urge in their national campaigns today have all taken something from the Hopkins' plan. Here again, *an advertising problem found its solution by finding the person.*

You may find your winning solution on the payroll of a big firm.

Or you may find him as a single professional running an agency of his own, selling his reputation with the support of highly talented associates.

But the size and nature of his or her surroundings will have very little to do with his usefulness to you... because as far as you're concerned, *the real power-producing essence lies within the person who can articulate your creative breakthrough solution!*

The founder of this firm believes that the best advertising and marketing strategies are, after all, a personal service task, not to be accomplished by mass production methods. *You simply can't manufacture lightning in a bottle!*

We understand and concede that there are *economic* of large agencies in the *group efforts* of advertagencies. But we maintain that in the final analysis, *group copy* seldom holds a candle to the job done by the experienced, solidarity copywriter, who shuts himself up with his problem - *and lives with it until he licks it!*

So here's to advertisers who currently feel that they aren't getting the results that they should be getting from their advertising and marketing dollars... *this is an open invitation to meet and discuss how to maximize your results!*

Ron Chenier & Associates Inc. believes in advertising with *measurable results...*

Do you?

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