

Shoptalk

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A "Dream" Come True

Image Resources wins national award

Image Resources has been named a national finalist for the Telly Award in the non-broadcast production division.

The company was awarded a bronze statuette for excellence in video production of "The Fine Art of Dreams," a corporate image presentation for Masland Carpets headquartered in Carlisle, Penn.

"This award represents many hours of hard work by our creative and production staff," said Bob Wheeler, president. "We are pleased to be recognized in such a way."

Image Resources, the video production arm of Wheeler Associates, Inc., joins 700 1989 Telly Award winners and finalists across the United States, according to David E. Carter, a spokesman for the Telly Awards in Cincinnati, Ohio.

"We had over 3,900 entries from 47 states, which is the largest number of entries ever," said Carter. The 11th annual award honors local, regional and cable TV commercials and nine categories for non-broadcast videos.



Image Resources staff shows off bronze Telly award. Pictured from left to right: David Miles, director; Peggy Brown, research/public relations; Bob Wheeler, president; Elaine Herrin, production coordinator; J. R. Richardson, creative director.



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The Telly began as a response to the CLIO award, given to national network commercials, Carter said. The original Telly was awarded for excellence in local or regional television commercials, but three or four years ago was expanded to include a non-broadcast category as well.

"This year about 3,000 entries were for television commercials, and 900 entries were in non-broadcast videos with a total of 700 winners and finalists from all categories," Carter said. Entries were judged on overall excellence, including writing, directing, on-camera execution, and talent.

(Continued on Page 2)

President's Message

The mountain arrives

In the last edition of Shoptalk, we cited business leaders as having learned the "go global or die" business lesson during the 1980s. Terry Nesbitt, in his book *MegaTrends 2000*, echos the message by predicting the global economy as one of the megatrends for the 90s.

Recent world events emphasize the importance of a global way of thinking: the replacing of military priorities with economic and environmental concerns, the unification of Europe — and with it the capitalistic way of life, and the opening of trade relations between China and the rest of the world.

Savvy investors are taking advantage of the emerging economies of central Europe, China and the Pacific Rim. Savvy business people are doing the same.

We, in our organization, are feeling the effects. Wheeler Associates has recently completed a corporate image brochure for a Japanese-owned company which featured the merging of Eastern tradition with western technology. And, we have shipped copies of recent video productions to Great Britain, Europe, Japan, even Australia.

Regardless of your marketing plans... regardless of whether you choose to do business off-shore, you are being affected on an international scale. We all are.

The mountain has come to Mohammed. Be aware and take advantage.

Let us know what you think.

Bob Wheeler



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Telly Award (continued from Page 1)

"The Fine Art of Dreams" is one of the many corporate image presentations that Image Resources has produced since the firm's inception in 1988. The video opens with a high speed time-lapse shot of the sun gleaming through evening clouds. Targeting the interior design audience, the show reveals several residential and commercial room settings before moving to an artistic overview of the manufacturing process of Masland's handmade rugs.

Like most corporate videos, "The Fine Art of Dreams" incorporates technical details into a video format. What makes the

"When we're recognized for excellence by the industry, it's icing on the cake."

"Dreams" piece different, Wheeler said, is that "the rug sculpting and tufting scenes are woven into the dreamy feeling of the video so that the entire process looks like a work of art — which is what these

rugs are," he said. "The presentation is, therefore, both entertaining and informative.

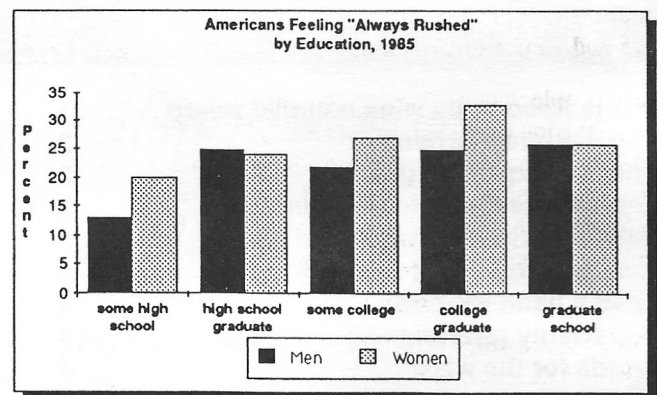
"Our number one priority in any production is to achieve our communications objectives in a creative manner and in keeping with the image of the client and the product," he said.

Image Resources has produced other video presentations for carpet manufacturers, wallcovering and specialty fabric manufacturers, industrial suppliers, economic development organizations, major food producers, and political campaigns.

"We don't produce video tape presentations just to win awards," Wheeler said. "When a presentation is recognized by the industry for its excellence, that's icing on the cake."

Are you in the time squeeze?

Women are more likely to feel rushed than men, even if both have small children or the same education, says a University of Maryland study. See article, right.





Zen-sell the ticket for Nissan

The sound of no dealers selling is Nissan's approach to marketing its top of the line Infiniti Q45. In shoji-screened "contemplation areas," customers meditate alone with the car, no dealer promising the moon for a sale.

In this Zen-sell philosophy, the Infiniti dealer is supposed to welcome customers Japanese-style as "honored guests." Before an Infiniti dealer can sell a single car, the entire dealership — salesmen, technicians, cashiers and receptionists — must spend about eight days training and soaking up Infiniti's philosophy. They are told that the proper dealership environment is more important than a high "hit rate" (the percentage of lookers who actually buy).

The new Infiniti Q45, priced at \$38,500 was released on November 8, 1989, and already has a few competitors in its league: Toyota's Lexus, Mercedes, Jaguar and BMW. Though sales have been off by five to ten percentage points from what the close rate should be, Nissan officials stand fast. They expect higher repeat sales and a thriving parts and service business a few years from now.

Nissan is modeling its approach on leaders in customer satisfaction like the Nordstrom retail chain, Walt Disney and McDonald's. The added value, they hope, will come from greater customer satisfaction.

Joshua Levine, "The Sound of No Dealers Selling," *Forbes*, Feb. 19, 1990.

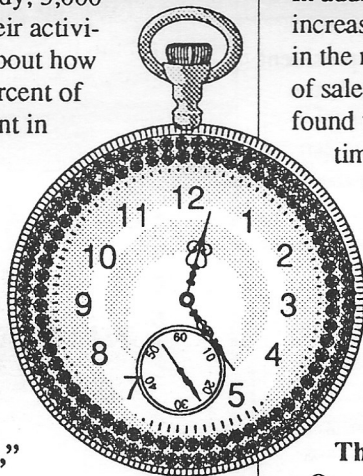
Most Americans always feel rushed

More Americans feel rushed now than they did in 1965, even though they have more free time at their disposal, according to a University of Maryland study.

In the 1985 Americans' Use of Time Study, 5,000 Americans kept a one-day diary of all their activities and answered subjective questions about how they felt. With more leisure time, 32 percent of Americans feel frantic, up from 28 percent in 1975 and 25 percent in 1965.

Busy people watch about 30 percent less television than average, are age 35 to 54, are educated and affluent. They eat out more often, buy more ready-to-eat food, and buy more convenience products and services (fax machines, pizza delivery, mail delivery).

John P. Robinson, "The Time Squeeze," *American Demographics*, Feb. 1990.



Data-based marketing

Ads, promos blend for greater efficiency

With advancing technology, businesses are switching from advertising vs. promotion to long-term and short-term marketing strategies.

Using traditional definitions, advertising means creating brand awareness in the consumers' minds. Promotions mean short-run sales, rebates, coupons, etc. By combining both — and by using consumer databases for strategic support — manufacturers and retailers can increase profits.

Until 1988, the share of marketing dollars for promotions had been growing at the expense of advertising. Scanner data and other technological advances provided ample opportunities for promoting products. But even the best database won't improve a company's marketing efforts if its advertising fails to make an impact on the consumer. With the same databases, manufacturers can see that promotions may not lead to profits. So the money shifts back to advertising.

Advertising and promotion can be more efficient by using scanner data and trade-area demographics. Knowing who buys, how recently they bought, how often, how much, which items and other details — these are the techniques of direct marketing, which is more efficient than mass marketing.

A retailer can target people, for instance, who buy bread in their stores but not in their bakery and offer a special promotion for them to shop in the bakery. The Spuds MacKenzie promotion for Budweiser beer serves as an advertisement. Budweiser is using Spuds to build brand recognition to a targeted audience. By finding demographic segments most likely to buy a brand, manufacturers can identify the stores with the highest concentrations of those groups in their trade area and direct promotions there.

In addition, database research can tell the reason for a sales increase and predict the effects of ads or promotion strategies in the national market. It can tell short- and long-term effects of sales promotions and advertising. Some research has found that advertising campaigns over three years were three times more profitable than short-term promotions.

Customer databases can, however, discover with some precision which customers respond to which promotions. By using this information, promotions can be more efficient.

The best mix for a business will be supporting its strategic objectives, which will require a mix of advertising, database marketing, and promotions.

Thomas Exter, "Advertising and Promotion: The One-Two Punch," *American Demographics*, March 1990.

Lend a hand for Earth

I consider myself environmentally conscious. I don't litter. I favor mass transit. I am outraged whenever I see companies polluting or creating products that pollute. I insulate my house and keep my thermostat low during the winter.

Yet, with the recent Earth Day came the realization that I could do much more. If you had these same thoughts, here's help. Following is a list of ways we can reduce the trash we generate at home and conserve electricity. Many of these points, of course, carry over at the office.

Minimize solid waste. Pretend you live in Seattle, the recycling capital.

- Buy food with as little packaging as possible. Corn in the husk, not in the styrofoam tray.
- Don't use disposable dishes. It's more efficient to wash a plate.
- Reuse or recycle glass bottles and aluminum cans.
- Compost your kitchen waste. It will be great for your shrubs.
- Recycle newspapers. Save a tree, the ozone, and the landfill all at once.
- Don't use paper towels. Is this drastic? Then cut down to one roll per month.
- Use cloth napkins. Add some romance to the environmental fight.
- Reduce junk mail coming to your house. Write: Mail Preference Service, Direct Marketing Association, 6 East 43rd Street, New York, NY 10017.
- If retailers don't carry environmentally sound products, request them.

Conserve electricity.

- Turn off the lights when you leave the room.
- Use direct rather than indirect lighting.
- Replace incandescent bulbs with fluorescents.
- Use energy-efficient appliances. Front-loading washing machines are 40% more efficient than top loaders.
- Don't run an appliance unless it's full.

Excerpts from an interview with Diane MacEachern, president of Vanguard Communications, Washington, DC, who is the author of *Save Our Planet: 750 Everyday Ways You Can Help Clean Up the Earth*, Dell Publishing, 666 Fifth Ave., New York 10103.

Words for the Wise

Don't follow the crowd. Everyone may be going to the dentist.

"Comedy must be real and true to life. When things get bad enough, they become funny." Charlie Chaplin

Top twenty reference books listed

The most useful reference books, according to students at Columbia University's Graduate School of Journalism, are:

The Bible

Dictionary of Dates, Keller

Dictionary of Miracles, Brewer

Dictionary of Modern English Usage, Fowler

Dictionary of Slang & Unconventional English, Partridge

Familiar Quotations, Bartlett

Handy Book of Literary Curiosities, Walsh

Harvard Dictionary of Music, Apel & Daniel

Home Book of Verse, Stevenson

National Geographic Atlas of the World

New Columbia Encyclopedia

Popular Fallacies: A Book of Common Errors, Ackerman

Reader's Encyclopedia, Benet

Roget's International Thesaurus

Webster's Biographical Dictionary

Webster's New Collegiate Dictionary

Webster's New Dictionary of Synonyms

Webster's New Geographical Dictionary

Who's Who in America

The World Almanac

Source: The Book of Inside Information



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