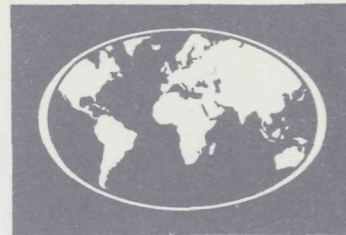




J. WALTER THOMPSON COMPANY NEWS



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FOR STAFF MEMBERS ONLY

JUNE 2, 1970

First Annual Meeting hears Seymour prophesy progress and prosperity for JWT in 1970s



Members and counsel of the Executive Committee sit on the dais at the meeting in the Hotel Commodore in New York. The meeting was conducted by Mr. Seymour as President of the Company and Chairman of the Executive Committee.

NEW YORK—At JWT's first Annual Meeting held in New York on May 14th, Dan Seymour told shareholders that it will not be far into the 1970's when JWT will be the world's first \$1 billion advertising agency, and that an increasing share of this growth will come from outside the U.S. Mr. Seymour said that 1969 billings reached \$739,781,000—the largest for any advertising company in history—while total profits from 1964 to 1969 increased by more than 150 percent.

Commenting on the 1964-69 period, he said:

"The growth was composed of an almost 300 percent increase in profits overseas, a doubling of U.S. profit, and the addition of a profit contribution from our first move to invest outside of our industry—The Puerto Rican-American Insurance Company."

Stressing the advantages of a multinational operation, Mr. Seymour indicated that opportunity for increased profit in 1970 lies in expanded business worldwide and in "constant refinement of our methods of cost control in order to achieve greater productivity."

Citing the Company's record billings growth of \$103 million between 1968 and 1969, Mr. Seymour said:

"About 40 percent of our total billings come from our overseas offices, and for the last several years, our international business has been growing 50 percent faster than our domestic business."

JWT billings in Germany advanced 25 percent in 1969, Italy 43 percent, Japan 31 percent, Chile 33 percent, Venezuela

39 percent, Belgium 40 percent and Canada 40 percent.

"In Great Britain, our largest overseas office, we added 20 accounts during 1969," Mr. Seymour said. He stated further that, through mid-April, the agency in Great Britain added new accounts at a rate near one each week, a total of 14.

Referring to the Company's potential for growth overseas, Mr. Seymour said, "We rank 23rd in Japan with half of one percent share of a billion and a half dollar advertising industry. This is in a country that is second only to the U.S. in Gross National Product—and is one of the world's most dynamic economies."

JWT's 1969 growth resulted from a 47 percent increase in budgets from existing clients, 31 percent from new product assignments from those clients, and 22 percent from new clients.

Mr. Seymour reviewed JWT's multifaceted operations, such as The Puerto Rican-American Insurance Company and Deltakos, which provides advertising, marketing, and communications services in the fields of science and medicine.

"A completely new kind of client-agency relationship seems to be developing," Mr. Seymour said. "In Great Britain, we have been retained by the British Government to aid in the introduction of the new decimal monetary system. In India, we are engaged in a campaign to spread information about planned parenthood to the people."

"And here in the U.S., as well as around the world, there is a growing emphasis on corporate communications."

"The parentage of products is becoming

very important today. A new generation is looking behind the product to the corporation and examining its attitudes toward a wide range of things that have nothing to do with the product itself—anything from air pollution to ghettos."

Mr. Seymour told the shareholders group:

"We invest in the future, because we have great confidence in the future. Time and again we have seen that the barriers to the growth of our business have existed more in men's minds than in fact."

Mr. Seymour advised the shareholders that JWT (NYSE) reported, "billings for the first quarter, ended March 31, 1970, were at a new record level of \$173 million, an increase of 8 percent over the first quarter billings of \$161 million in 1969."

Net income applicable to common stock for the first quarter was \$1,095,000, up 14 percent from \$964,000 for the first quarter last year. Earnings per common share were \$0.40, compared with \$0.41 for the first quarter of 1969, reflecting an increase of 17 percent in the average number of common shares outstanding during the two comparable quarters.

In recognition of the increased level of earnings and the Company's encouraging worldwide outlook, the JWT board of directors declared an increase in the regular quarterly dividend to 25 cents from 20 cents per share on the common shares of the Company. This dividend is payable on August 21, 1970 to shareholders of record at the close of business on July 24, 1970. This increases the annual dividend rate to \$1.00 from the \$0.80 paid during the previous 12 months.

Amsterdam prize winners tour NASA facilities

AMSTERDAM—The overall problem: To celebrate a 100th anniversary without presenting the client as an antiquated tradition in the Netherlands. JWT-Amsterdam met and conquered the situation under the banner, "Peek and Cloppenburg Launches Its Second Century." The promotion for the Netherlands' second largest fashion chain was tri-part. It consisted of a fashion circus, the most modern to have occurred since WW II, and two contests: "Design The Suit of the Future," and "Launch Yourself to Cape Kennedy."

The twenty-one winners (one from each city where P&C has a branch) of the "Launch Yourself to Cape Kennedy" contest recently received their prizes: a 16-day tour of Washington, D.C., Philadelphia, New York, Niagara Falls, Houston and the NASA Space Center, New Orleans, Miami and Cape Kennedy.

The competition consisted of completing a questionnaire about fashion and space plus creating a rhyme. An employee of KLM Airlines, P&C and JWT's Pieter G. Alferink made up the judging jury.

At the time senior representative for Peek and Cloppenburg, among other clients, was assisted in the junket by a



Pictured at the NASA Space Center in Houston are l. to r., Dave Provenzano, Master of Protocol, Pieter G. Alferink, JWT-Amsterdam, and prize-winners Mr. C. Scheps, high school teacher from the Hague, Mrs. R. van der Geld, housewife from Maastricht.

tour director from American Express. (Pieter has even more recently launched JWT-Amsterdam's new public relations department.)

As chaperon, Pieter was a bit apprehensive of how twenty-one strangers would meld. But his illusions quickly vanished. The majority of them had met previously when they had won other contests through the years.

Probably the most challenging experience Pieter had during the tour occurred in Houston when, upon arrival, he found no preparations had been made to get the group into NASA operations. After two and a half hours of phone contacts and using the Dutch Queen's upcoming birthday as a wedge, a film crew was hired to record the visit and passes were granted to tour five buildings and mission control.

Dave Provenzano, Master of Protocol, NASA Space Center, Houston, was the guide. And, despite secret investigations that were underway regarding the flight of Apollo 13, the youngest Dutchman, Armand Rameckers (age 14), ever to visit Houston posed for UPI photographers with Apollo astronaut Rusty Schweickart.

I Am Curious (Big Red)

JWT clients sponsor Philippine broadcast history

MANILA — JWT-Manila was recently honored by the Tri-Media Group with a special award for its participation in the introduction of microwave transmission, linking the most important of the 7,100 islands of the archipelago into the first national commercial radio network. The Tri-Media Group is composed of the *Philippines Herald*, Radio Mindanao Network, Inc., and Inter-Island Broadcasting, Inc., communications leaders in the Philippines. The award was received for JWT by Manuel Baradas, media director.

The program used for this project as the first network presentation was a 15-minute national news broadcast which was beamed to 7 cities and was also simulcast on the Tri-Media television station in Manila. Sponsors for the National News program were JWT clients Shell Philippines and La Perla Industries, franchised manufacturer of Chesterfield cigarettes. Encouraged by Tri-Media's initial effort, another network has initiated a project to provide effective national network service in television.

Kostyra named Canadian media director



Richard J. Kostyra

TORONTO—Richard J. Kostyra has been appointed national media director for JWT Canada.

A native of Winnipeg, he began his advertising career at JWT Toronto in 1959. Richard was appointed Toronto media manager in 1966 and Toronto media director in 1968.

He is a graduate of the I.C.A.'s degree course and is working on a B.A. in business administration at York University.

Defending advertising on the college

Editor's note: Daniel J. Moriarty, account representative on the Singer PR team, was recently a guest speaker at Georgetown University for the first time since he delivered the valedictory address to his college class several Junes ago. The occasion for Dan's lecture was a special symposium on "Advertising and Consumer Protection." The Dean of the Business School wrote admirably of Moriarty's "keeping of your cool under harassment"; a job-seeking undergraduate wrote to the personnel department and mentioned that Moriarty had been "very good." Dan reports that all the students called him "sir." Below, a light-hearted first-person account of his adventure.

The invitation from Alma Mater to be guest lecturer at a program on advertising and consumer protection seemed safe enough. I would be on Home Ground, so to speak, addressing students with whom I have felt at ease whenever business or personal reasons have brought me back to Washington since graduation. Of course I knew that the students at Georgetown would be no more the kind of students who roamed the halls in the dear dead days of madras jackets and heavily attended polo matches than their counterparts at other universities would resemble their predecessors of a decade ago. But I wasn't frightened. True, I would come to speak on Life Among the Philistines to a generation of Love Children, but I am not *that* old and cranky; I'm not a Dow Chemical Company personnel recruiter; nor a dues-paying Klansman. In effect, I would be addressing a family gathering.

Second thoughts

Soon after I accepted the speaking engagement (they invited me weeks in advance and the prospects of a last-minute bid from the 4A's were slim for that date), I learned that not only would I give the keynote address, but I would then participate in a "panel discussion" about advertising and consumerism with Robert Meade, executive director of the National Commission on Consumer Finance, and James S. Turner, consultant to the Center for Responsive Law. Mr. Turner is, you see, legal counsel to Ralph Nader's organization.

"Ralph Nader's lawyer!!! You never mentioned the part about Ralph Nader's lawyer!"

I had failed to mention that part of the program to a normally scareproof colleague until just before I was leaving for my day of basking in the glory of being a "distinguished visitor" at a seat of higher learning.

Preparation for the defense

"Good luck," he said. "Oh, b-r-other."

True, I thought on the plane to Washington. I may have been the classic example of the fool rushing in where angels fear to tiptoe. But, I knew my subject well, I had prepared for the session with all sorts of research and I had a spiffy reel of JWT commercials in my briefcase to illus-

trate the highlights of my prepared speech. I would go forward for the sake of Truth, Alma Mater and JWT. Besides, it was too late to back out.

I began by advising the students to become mathematics professors. If you're a math professor and you've had a hard day, you may run into some slightly tipsy lady at a cocktail party who may ask you what you do for a living. When you tell her you teach math, that usually ends *that* subject for the evening.

Everyone has an opinion

Not so with advertising and public relations. When you say you work for an advertising agency, *everyone* tells you that they have very serious thoughts about your profession and then they begin to *tell* you about them. I have been set up—against my will—as the Official Spokesman and Whipping Boy for every rotten advertising campaign and underhanded technique employed by any two-bit American business ever at one time or another. No matter that I was unfamiliar with the campaign, never worked a day in the agency, or personally



Dan Moriarty

agreed with the drone who was accusing me of twisting the minds of innocent children. I was still the Bad Guy.

I explained to the audience that I could only speak about campaigns or clients with which I was familiar through direct experience. I told them that there might be questions I simply could not answer and asked them to accept the fact without feeling I was copping out.

It all went smoothly, I guess. I received what might be called a "nice round of applause" from about 200 paying symposium-goers who sat through an almost 2-hour presentation in an auditorium with an air-conditioning problem on the first great springtime day. That part was over. And now there was only the panel discussion and the question and answer session ahead of me.

Before I tell you about what I learned during the second half of the session, I must tell you that the other two guys on the panel were very nice, very sincere and

very bright. You'd be happy if your sister married one.

I'd be happy if I could tell you that they tried to attack me and I managed to parry them into a ridiculous position with my fancy verbal footwork. But no, they were gentlemen and allowed me to answer their charges and accepted my answers with grace.

Perhaps they were no more typical "critics of advertising" than I am a typical "advertising man", but the thing that I learned from our hour long discussion was that many critics are remarkably less informed about the real business of advertising than one would ever imagine in anticipating a confrontation. From the questions and discussion that afternoon, I would say that the students in that particular audience understood the realities of advertising in American life better than the guest critics.

In long monologues, a fellow panelist would talk about real problems like shady financing schemes that bilk the poor in the same breath with an unsupported hunch that the advertising budgets of soap flakes companies are somehow connected with the war in Indochina. The much-publicized legal problems of a patent medicine advertiser wound up connected with an absolute assurance that the American public would much prefer educational programs to situation comedies and soap operas. When each point was isolated, I was able to respond with a fact or an opinion which seemed to satisfy all concerned. I had maintained throughout the day that advertising reflects the culture it serves more than it "creates" it and continued to propose that idea whenever the connection between shampoo commercials and race riots became too fuzzy for me, let alone the audience.

Respond with fact

As members of the same industry, you and I understand each other's terms and presumably trust each other's motives even if our social, political and economic views differ at every bend. But, if the "advertising critics" I met at Georgetown are at all typical of the ones we read about in business publications every week, I can assure you that they are only slightly better-informed than those tipsy Hartsdale housewives at cocktail parties who hold me responsible for the ads in the backs of girlie magazines.

I know that the claims made in any commercial produced by JWT and every other agency I've ever been associated with are checked and rechecked and proven and re proven. I know that the biggest frustration most creative people feel in agency life is that we are often bound by so many restrictions about claims that we almost feel as if we are being asked to write "tombstone" copy.

But the other panelists didn't understand that. They didn't really know what the agency-client thing is like in all but the rarest cases.

And whose fault is that? I say it's theirs. You and I are concerned about consumerism because we are consumers, after all. You and I don't want to be bamboozled by phony advertising any more than any other consumer.

When these particular gentlemen in Washington were talking about specific cases they had researched thoroughly in the course of their jobs, I had to respect what they were saying. I sat up and listened. But, when they were guessing, they were guessing with about the same degree of accuracy I might exhibit on a question of tax law or French history.

At day's end, we all agreed that the dialogue had been worthwhile, but more dialogue was needed. And it is. None of us in this business who are able to go home at night with a clean feeling left in our mouths should be afraid to engage in this dialogue with people who simply don't have the same experiences we have. They're nice people and so are we. Why should we be afraid of each other?

After effects

I could end my comments on that note, but I would be copping out just a little bit if I didn't tell you what happened two weeks after my day in Academe.

It was a Monday night and I was crawling home from my weekly National Guard ordeal when I picked up an early edition of *The New York Times* and hoisted myself up to the bar at Daly's for a hamburger and a beer as a reward for yet another tedious evening of protecting my fellow Manhattanites from invasion by the Red Chinese.

As I thumbed through the business pages I saw it. A headline which said, in effect: NADER SCORES ADVERTISING INDUSTRY: Cites Certain Clients.

And then, slowly the words of my colleague thumped dully through my brain. *Ralph Nader's lawyer!!! You never mentioned the part about Ralph Nader's lawyer!*

Like a drowning man, the whole scene at JWT the next morning went racing past my eyes. I would just clean out my office quietly, and never acknowledge old friends so that they would not be implicated. I would apologize, of course, but all would be *fait accompli*.

Then, even though I was once a star pupil at Evelyn Wood's Reading Dynamics classes, I began to read the article very slowly and very carefully. About three belts and forty-seven readings later, I finally began to realize that I was not involved, our clients were not involved and perhaps I might even have a job left the next morning. I had been right in going to the barricades in the name of Truth, Alma Mater and JWT. I was an honest man.

And that friends, is why I am able to tell you that you must not be afraid of a little honest dialogue with those who would criticize us because they do not understand us.

Don't wait for an invitation.

Why not contact *your* lecture bureau today?

—Dan Moriarty

"Pour moi, c'est le plus grand bonheur" (For me, this is the greatest happiness) "d'être
 toujours en route, de ne jamais s'arrêter"
 (to always be on the move, to never stop)
 "et de ne pas avoir peur d'explorer le monde"
 (and not being afraid to explore the world)
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 (and not being afraid to explore the world)

While the main competitors are still American brands, several small, cheap European brands have made considerable inroads. These small brands seem to offer the customer a very low price; but he pays in the long run with less technical quality, no extensive after-sales service, a short warranty, and minimum special features. Compared to the competitors, in each category, Evinrude outboard has from one to several exclusive advantages. Outboard Marine, the manufacturer of Johnson and Evinrude outboard motors in Europe, is

Santiago—Lever's international enzyme detergent, Drive, was launched last month into test market in Valparaiso, Chile. The JWT campaign featuring the little "gobblers of the Hungry detergent" has caused quite a stir and they were featured recently in an editorial caricature in the main newspaper, *El Mercurio de Valparaiso*. The heading is "Association," and the caption translates "I invite a few friends in for elevenses (morning snack)."

[illegible]

To present Evinrude's advantages in an effective, dramatic way, JWT-Paris, which coordinates advertising in 13 European countries and South Africa, decided to



The creative team involved were Pedro Lubere, creative director; Pilar Tejon, copywriter; and Richard Radford, art director.



DEALERS:	TRANSVAAL:
CAPE PROVINCE:	JOHANNESBURG: De Wet & Co. Phone (011) 261-1111
CAPE TOWN: J. van der Merwe, 217, 219, 221, 223, 225, 227, 229, 231, 233, 235, 237, 239, 241, 243, 245, 247, 249, 251, 253, 255, 257, 259, 261, 263, 265, 267, 269, 271, 273, 275, 277, 279, 281, 283, 285, 287, 289, 291, 293, 295, 297, 299, 301, 303, 305, 307, 309, 311, 313, 315, 317, 319, 321, 323, 325, 327, 329, 331, 333, 335, 337, 339, 341, 343, 345, 347, 349, 351, 353, 355, 357, 359, 361, 363, 365, 367, 369, 371, 373, 375, 377, 379, 381, 383, 385, 387, 389, 391, 393, 395, 397, 399, 401, 403, 405, 407, 409, 411, 413, 415, 417, 419, 421, 423, 425, 427, 429, 431, 433, 435, 437, 439, 441, 443, 445, 447, 449, 451, 453, 455, 457, 459, 461, 463, 465, 467, 469, 471, 473, 475, 477, 479, 481, 483, 485, 487, 489, 491, 493, 495, 497, 499, 501, 503, 505, 507, 509, 511, 513, 515, 517, 519, 521, 523, 525, 527, 529, 531, 533, 535, 537, 539, 541, 543, 545, 547, 549, 551, 553, 555, 557, 559, 561, 563, 565, 567, 569, 571, 573, 575, 577, 579, 581, 583, 585, 587, 589, 591, 593, 595, 597, 599, 601, 603, 605, 607, 609, 611, 613, 615, 617, 619, 621, 623, 625, 627, 629, 631, 633, 635, 637, 639, 641, 643, 645, 647, 649, 651, 653, 655, 657, 659, 661, 663, 665, 667, 669, 671, 673, 675, 677, 679, 681, 683, 685, 687, 689, 691, 693, 695, 697, 699, 701, 703, 705, 707, 709, 711, 713, 715, 717, 719, 721, 723, 725, 727, 729, 731, 733, 735, 737, 739, 741, 743, 745, 747, 749, 751, 753, 755, 757, 759, 761, 763, 765, 767, 769, 771, 773, 775, 777, 779, 781, 783, 785, 787, 789, 791, 793, 795, 797, 799, 801, 803, 805, 807, 809, 811, 813, 815, 817, 819, 821, 823, 825, 827, 829, 831, 833, 835, 837, 839, 841, 843, 845, 847, 849, 851, 853, 855, 857, 859, 861, 863, 865, 867, 869, 871, 873, 875, 877, 879, 881, 883, 885, 887, 889, 891, 893, 895, 897, 899, 901, 903, 905, 907, 909, 911, 913, 915, 917, 919, 921, 923, 925, 927, 929, 931, 933, 935, 937, 939, 941, 943, 945, 947, 949, 951, 953, 955, 957, 959, 961, 963, 965, 967, 969, 971, 973, 975, 977, 979, 981, 983, 985, 987, 989, 991, 993, 995, 997, 999, 1001, 1003, 1005, 1007, 1009, 1011, 1013, 1015, 1017, 1019, 1021, 1023, 1025, 1027, 1029, 1031, 1033, 1035, 1037, 1039, 1041, 1043, 1045, 1047, 1049, 1051, 1053, 1055, 1057, 1059, 1061, 1063, 1065, 1067, 1069, 1071, 1073, 1075, 1077, 1079, 1081, 1083, 1085, 1087, 1089, 1091, 1093, 1095, 1097, 1099, 1101, 1103, 1105, 1107, 1109, 1111, 1113, 1115, 1117, 1119, 1121, 1123, 1125, 1127, 1129, 1131, 1133, 1135, 1137, 1139, 1141, 1143, 1145, 1147, 1149, 1151, 1153, 1155, 1157, 1159, 1161, 1163, 1165, 1167, 1169, 1171, 1173, 1175, 1177, 1179, 1181, 1183, 1185, 1187, 1189, 1191, 1193, 1195, 1197, 1199, 1201, 1203, 1205, 1207, 1209, 1211, 1213, 1215, 1217, 1219, 1221, 1223, 1225, 1227, 1229, 1231, 1233, 1235, 1237, 1239, 1241, 1243, 1245, 1247, 1249, 1251, 1253, 1255, 1257, 1259, 1261, 1263, 1265, 1267, 1269, 1271, 1273, 1275, 1277, 1279, 1281, 1283, 1285, 1287, 1289, 1291, 1293, 1295, 1297, 1299, 1301, 1303, 1305, 1307, 1309, 1311, 1313, 1315, 1317, 1319, 1321, 1323, 1325, 1327, 1329, 1331, 1333, 1335, 1337, 1339, 1341, 1343, 1345, 1347, 1349, 1351, 1353, 1355, 1357, 1359, 1361, 1363, 1365, 1367, 1369, 1371, 1373, 1375, 1377, 1379, 1381, 1383, 1385, 1387, 1389, 1391, 1393, 1395, 1397, 1399, 1401, 1403, 1405, 1407, 1409, 1411, 1413, 1415, 1417, 1419, 1421, 1423, 1425, 1427, 1429, 1431, 1433, 1435, 1437, 1439, 1441, 1443, 1445, 1447, 1449, 1451, 1453, 1455, 1457, 1459, 1461, 1463, 1465, 1467, 1469, 1471, 1473, 1475, 1477, 1479, 1481, 1483, 1485, 1487, 1489, 1491, 1493, 1495, 1497, 1499, 1501, 1503, 1505, 1507, 1509, 1511, 1513, 1515, 1517, 1519, 1521, 1523, 1525, 1527, 1529, 1531, 1533, 1535, 1537, 1539, 1541, 1543, 1545, 1547, 1549, 1551, 1553, 1555, 1557, 1559, 1561, 1563, 1565, 1567, 1569, 1571, 1573, 1575, 1577, 1579, 1581, 1583, 1585, 1587, 1589, 1591, 1593, 1595, 1597, 1599, 1601, 1603, 1605, 1607, 1609, 1611, 1613, 1615, 1617, 1619, 1621, 1623, 1625, 1627, 1629, 1631, 1633, 1635, 1637, 1639, 1641, 1643, 1645, 1647, 1649, 1651, 1653, 1655, 1657, 1659, 1661, 1663, 1665, 1667, 1669, 1671	

show what can happen when someone buys another outboard. In the ad campaign, the man with the competitive motor is always in difficulty while the Evinrude man goes along with no problems. The headline and the copy expand on the exclusive advantages, and end with the line "it's worth investing in an Evinrude." This new "hard sell" campaign follows earlier ones which stressed "Action" as part of the outboard motor scene, and one which was a more specifically product-oriented.



It was Christmas Day and the temperature was 15° above zero at Cannes, the south of France—but the films were to run in spring and summer and show the fun of water skiing. So it was work till you turn blue—(but who can tell on black and white film!).

The creative team involved were Pedro Lubere, creative director; Pilar Tejon, copywriter; and Richard Radford, art director.



Doing things a little differently.

Connecticut General's slogan is, "We do things a little differently." They're innovators in the insurance business. And in their use of computers.

For 5 years, they've used RCA computers for immediate status inquiries, like getting a policy's exact loan value.

They also issue individual life, health and pension policies by computer, with new, simple forms.

And soon, with RCA's Octoputer, they'll put all the power of a computer right where it can serve the customer. In the field.

From terminals communicating to massive files, Connecticut General

and its affiliate, the Aetna Insurance Company, will give customers faster, more complete service than ever.

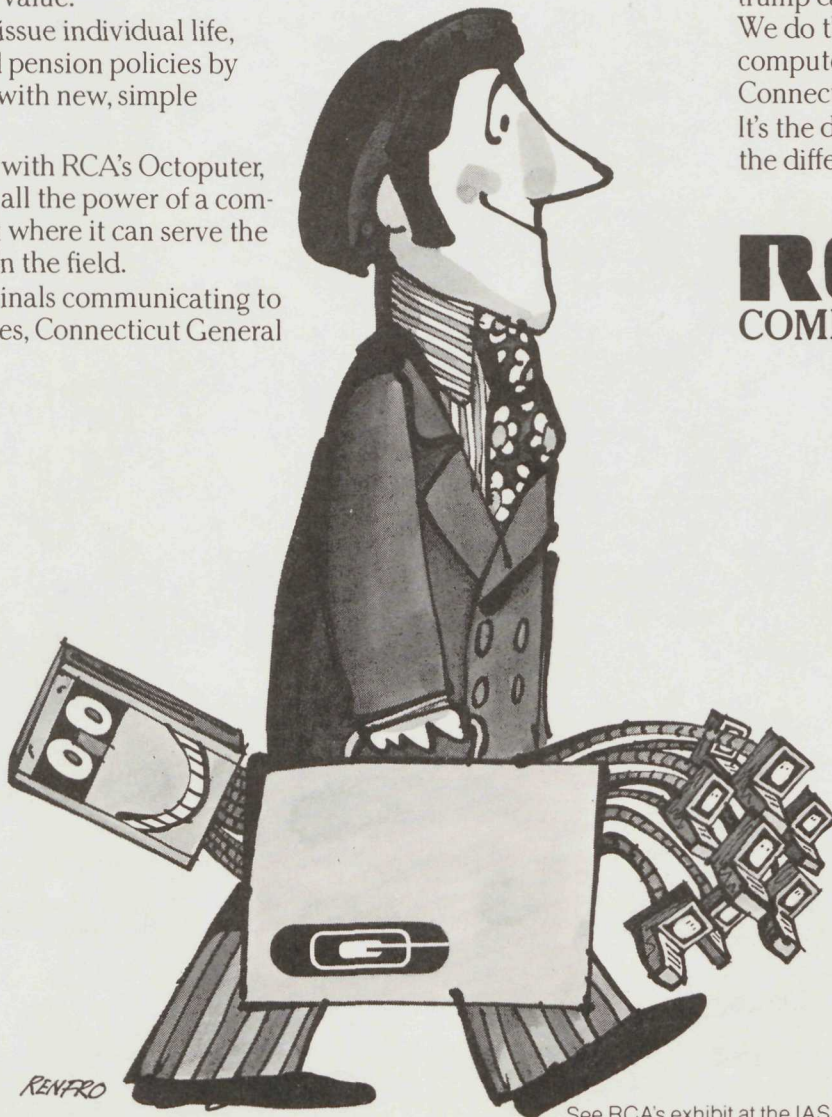
Why could RCA develop this unique approach? We've worked with Connecticut General more than 10 years.

RCA sales and systems people know the Company. And the business.

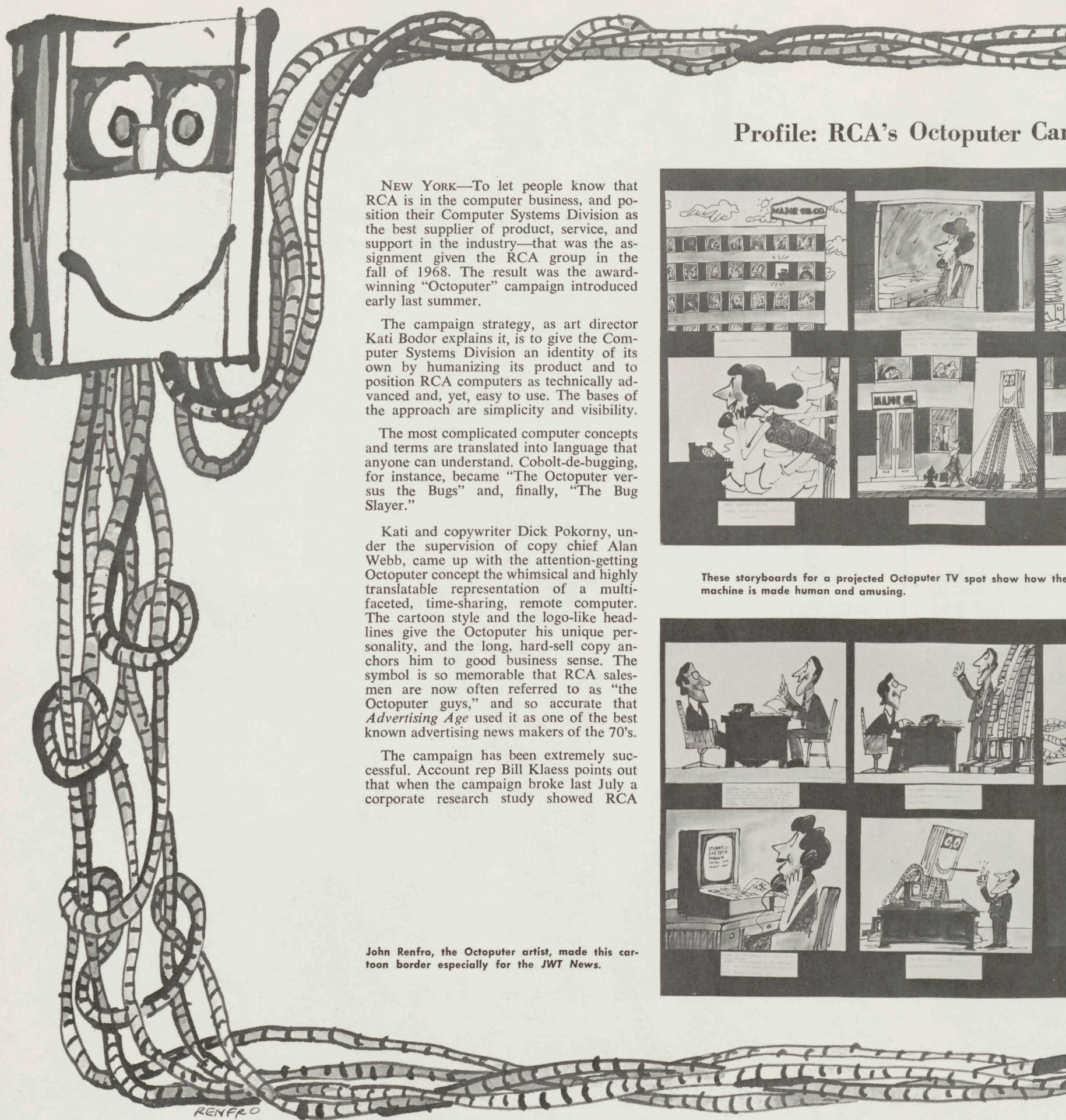
RCA does a lot of things a little differently. Our Octoputers make computing easier—from across the room or across the country. Called remote computing, it's based on communications, RCA's trump card.

We do things differently in the computer business. So does Connecticut General in insurance. It's the differences that make the difference.

RCA
COMPUTERS



See RCA's exhibit at the IASA Show in Montreal, June 7-10.



Profile: RCA's Octoputer Campaign

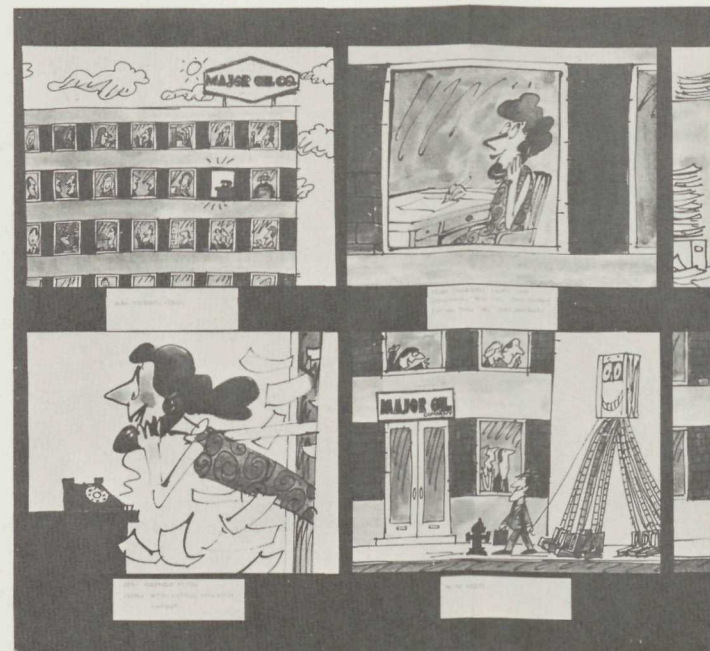
NEW YORK—To let people know that RCA is in the computer business, and position their Computer Systems Division as the best supplier of product, service, and support in the industry—that was the assignment given the RCA group in the fall of 1968. The result was the award-winning "Octoputer" campaign introduced early last summer.

The campaign strategy, as art director Kati Bodor explains it, is to give the Computer Systems Division an identity of its own by humanizing its product and to position RCA computers as technically advanced and, yet, easy to use. The bases of the approach are simplicity and visibility.

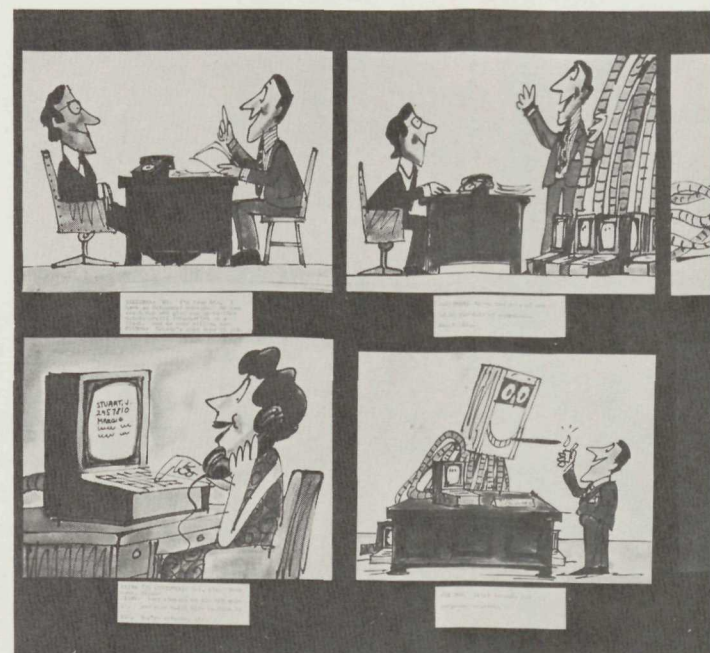
The most complicated computer concepts and terms are translated into language that anyone can understand. Cobolt-de-bugging, for instance, became "The Octoputer versus the Bugs" and, finally, "The Bug Slayer."

Kati and copywriter Dick Pokorny, under the supervision of copy chief Alan Webb, came up with the attention-getting Octoputer concept the whimsical and highly translatable representation of a multifaceted, time-sharing, remote computer. The cartoon style and the logo-like headlines give the Octoputer his unique personality, and the long, hard-sell copy anchors him to good business sense. The symbol is so memorable that RCA salesmen are now often referred to as "the Octoputer guys," and so accurate that *Advertising Age* used it as one of the best known advertising news makers of the 70's.

The campaign has been extremely successful. Account rep Bill Klaess points out that when the campaign broke last July a corporate research study showed RCA

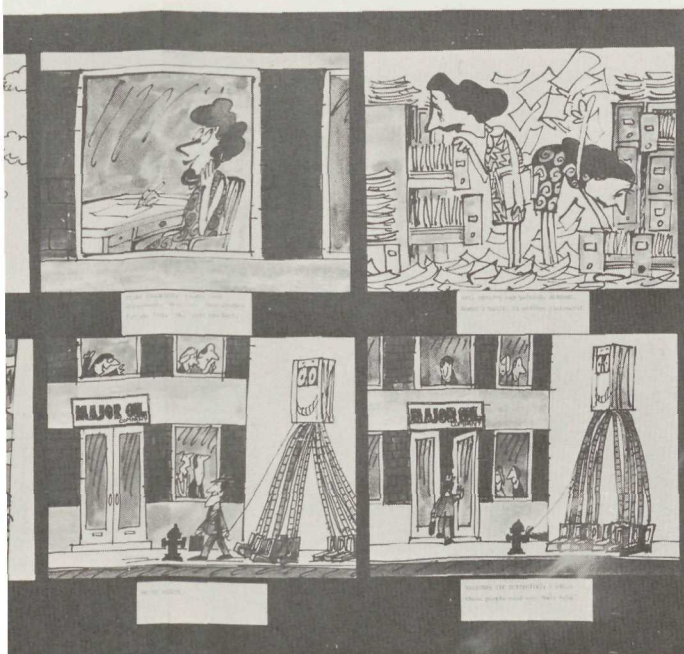


These storyboards for a projected Octoputer TV spot show how the machine is made human and amusing.

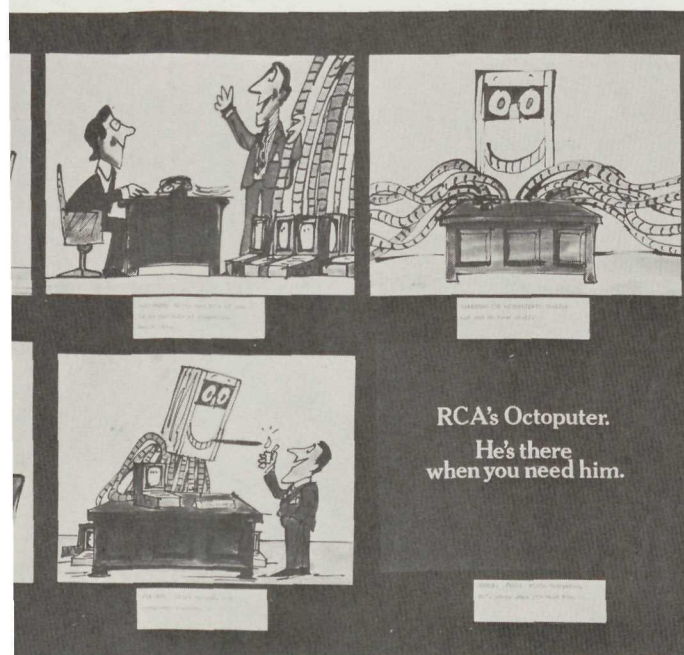


John Renfro, the Octoputer artist, made this cartoon border especially for the JWT News.

RCA's Octoputer Campaign



projected Octoputer TV spot show how the essentially impersonal and amusing.



ranked last in awareness among all computer manufacturers. In a second study conducted last January, RCA showed a greater gain in awareness than any other manufacturer, and it had jumped to second in advertising awareness in the whole industry.

People are noticing and remembering the Octoputer visual. A recent study indicates that it has strong associations with remote computing, terminals and communications, and a special Starch reader impression study showed strong favorable impressions of RCA. Most important, people who buy computers now think of RCA as an important supplier, associate them with up-to-date equipment and overall value, and want to talk to them before purchasing another computer. RCA's sales have skyrocketed to second in the industry.

To improve RCA's position even more in an increasingly competitive market, JWT has come up with a new media strategy for 1970 including the use of TV for the first time.

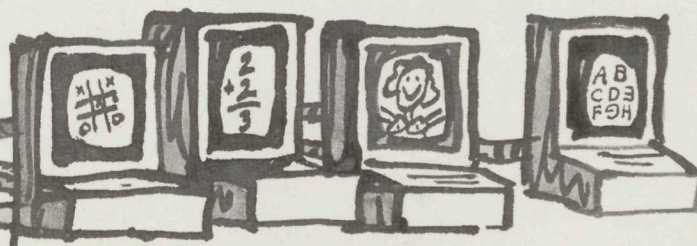
Spot TV in conjunction with an already heavy print schedule, will increase the number of times the message is seen and the number of people who see it.

With this increased reach, and the continuation of a successful creative effort, RCA can look forward to becoming number two in an industry where coming in second definitely counts.

Ed Renfro, the "Octoputer" illustrator, was born in California in 1924, and graduated from UCLA with an art major in 1950. His work has appeared in such publications as *Graphics Annual*, and *International Poster Annual*. Besides ads, Ed illustrates children's books and does editorial work.



The Octoputer people survey their work. Left to right, Bill Klaess, account representative; Kati Bodor, art director; Dick Pokorny, copy writer; and Alan Webb, copy group head.



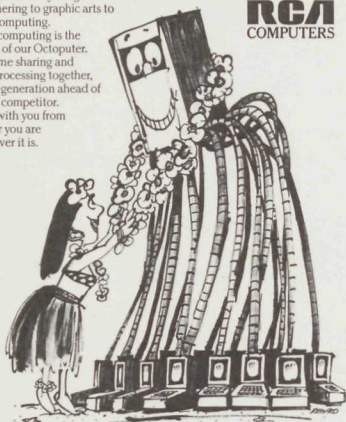
The Octoputer comes to Hawaii

RCA opened a sales and service office for its computers September 12.

We came to visit and decided to stay. RCA computers have been here since 1965, working for customers like Commander in Chief, Pacific (CINCPAC), Commander in Chief, Pacific Fleet (CINCPACFLT), and United States Army, Pacific (USARPAC). Now we and the Octoputer live here, with an office open to government and commercial customers alike. It's fully staffed by experts in marketing and field engineering. And we offer RCA's complete line of Spectra 70 Computers. For just about everything from data gathering to graphic arts to remote computing. Remote computing is the specialty of our Octoputer. It does time sharing and regular processing together, and it's a generation ahead of its major competitor. It works with you from wherever you are to wherever it is.

It can be yards or miles away. And hundreds of people can share it. That's what remote computing is all about. It's the coming thing in computers. We got there first because it's based on communications, which is what we're famous for. In fact, we've been in communications in Hawaii since 1920. Come by soon and say aloha. 1600 Kapiolani Blvd., Honolulu 96814. Or give us a call. 955-2666. We like it here. See the Octoputer at our ABA exhibit. Honolulu International Center. September 28-October 1.

RCA
COMPUTERS



Octoputer & Co.

When you go Octoputer, a 3 billion dollar communications company backs you up all the way.

Getting a new computer system is no joke.

It involves lots of money. And important decisions, like the maker and the equipment.

And then getting the equipment going and keeping it going.

RCA's making it all easier.

We make your decisions easier.

Most of our salesmen started as systems men.

They've put systems together. They know your problems.

So they know what you need at least as well as you do.

We make getting a computer easier.

Check our new plan that buys you a computer at 15% off.

No other computer maker has a plan like it.

We make the switch-over from your old system easier.

Our systems men are known

as some of the best in the business. Just ask our customers.

We've made computing easier, too. The Octoputers bring computing to you, instead of vice versa. Use yours from across the room or across the country.

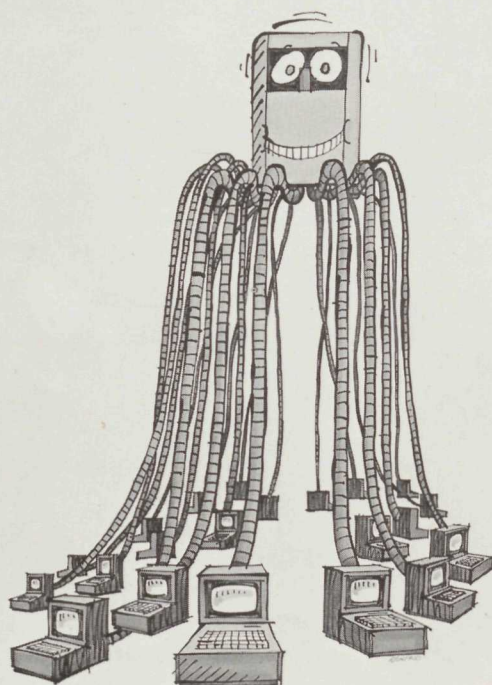
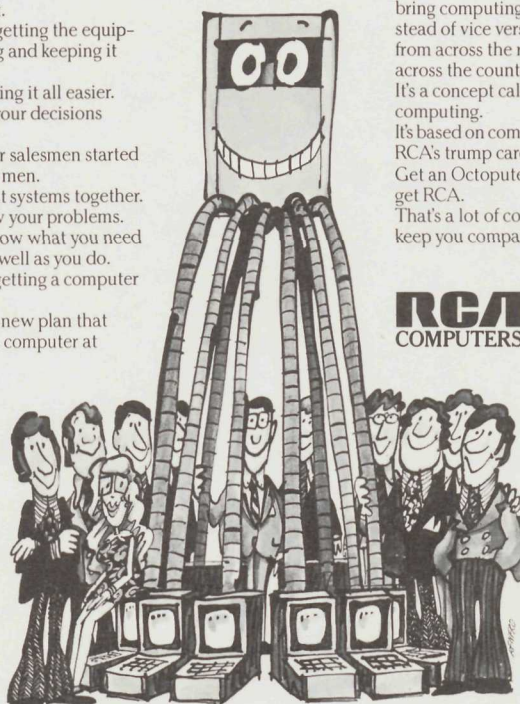
It's a concept called remote computing.

It's based on communications, RCA's trump card.

Get an Octoputer, and you get RCA.

That's a lot of company to keep you company.

RCA
COMPUTERS



The Octoputer

RCA's many-tentacled computer does time sharing plus regular computing. It's a generation ahead of its major competitor.

Once there were only monster computers that did big batch jobs like payrolls. Problem? They kept people waiting.

Then came the whirling dervishes of time sharing that let a lot of people work at once. Inefficient. The machines were only busy part time. Now there's a new kind of creature that does time sharing and batch work together. So lots of people can use it efficiently.

It's the Spectra 70-46. The Octoputer. There's nothing quite like it on earth or under the sea. Remote computing is its basic concept. That means it works from way over here where you are, to way over there where it is. The Octoputer's arms are long and strong.

It sits in the middle of your company and reaches helping hands out in all directions. So, don't let your company work harder. More of your people use the computer—solving more prob-

lems, finding more facts, writing more programs. And it does your big batch jobs in its spare time.

The Octoputer does a real armload of work for a handful of changes. Check the tolls on your time-sharing services. See it's not more efficient to do the same work on your own Octoputer. And get batch processing, too.

One more thing. The Octoputer concentrates on remote computing because that's what you're going to need—that's where the industry is going. We got there first because communications is what RCA is famous for.

It'll keep us ahead of our competition. It can keep you ahead of yours. Step up to the Octoputer and shake hands—hands—hands—hands—hands.

We will arrange an introduction. Call 609-424-2985. Or write RCA Computers, Cherry Hill, N.J. 08014.

RCA
COMPUTERS