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THOMPSON OFFICES IN BRAZIL APPOINTED ADVERTISING COUNSEL FOR TWO NEW ACCOUNTS

Rio de Janeiro...Empresas Eletricas Brasileiras (American & Foreign Power System) has appointed J. Walter Thompson, Rio, as advertising counsel, effective February 22, 1957. It is one of Brazil's major power companies.

São Paulo...J. Walter Thompson, São Paulo, has been appointed advertising counsel for Cia Matarazzo (a linen and textile firm), one of Brazil's largest privately owned industrial enterprises. Thompson will service their textile business.

NEW TV COMMERCIALS FOR SCOTTIES FEATURE GLAMOR APPROACH AND COLOR TISSUES

New York...The recent addition of color to Scotties facial tissues dictated a new, fresh approach to Scotties basic selling story of wet-strength.

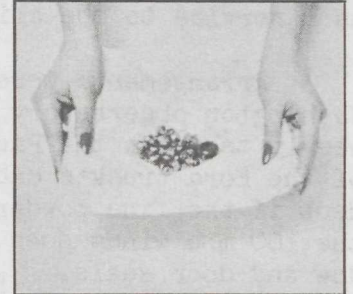
Research shows that women think of color tissues as being "more feminine and personal" than white tissues. Hence, the new Scotties TV commercials are tailored to take full advantage of this glamorous "plus", and key it to the wet-strength story.



This is done in a fresh new way via a story lead in limited animation. The story is told in a series of drawings done by Maribeth Olsen (fashion artist best known for her work in SEVENTEEN and for Saks Fifth

Avenue). The drawings illustrate a young girl play-acting at being an actress: "Someday I'll be the toast of Hollywood... I'll be a glamorous star...and when I play great tragic parts...I'll weep into pink Scotties...and wave goodbye with yellow Scotties...and soothe fevered brows with pure white Scotties...and I'll never use any facial tissue but Scotties for taking off my make-up."

The fashion drawings lead right into a live-action film showing in a feminine way how wet-strength Scotties hold together when used to take off make-up with liquid creams. The audience sees how a single earring breaks through a cream-soaked ordinary tissue, while a cream-soaked Scottie holds five heavy pieces of jewelry without breaking. "Scotties really hold together when you're taking off your make-up."



The new commercials, which began on "Father Knows Best", March 13, create a strong product personality for Scotties, stress their superiority to other facial tissues, and distinguish them from other Scott products advertised on the program.

LIBBY LAUNCHES "DANCING" CAMPAIGN WITH ARTHUR MURRAY TIE-IN IN MAJOR MARKETS

Chicago... "Libby's VIM makes you feel like dancing..." This new theme for Libby's VIM was introduced last week via a newspaper campaign in four major markets.

Featuring a direct tie-in with Arthur Murray, the campaign, with black and red advertisements, emphasizes the nutritive and low-calorie qualities of the product and associates it with vitality and modernity. Copy states: "Drink VIM for vitality...the new modern vegetable juice cocktail."



The major illustration shows an Arthur Murray dance teacher teaching a pupil how to swing into modern dance. Arthur Murray himself testifies: "Our instructors help 'keep going' by going modern with Libby's VIM." The advertisement also offers a premium of four RCA dance records and an Arthur Murray instruction booklet.

Ford "climbs" Mt. Washington

When a 1957 Ford Pickup was placed on the top of Mt. Washington -- highest mountain east of the Rockies -- it became the first wheeled vehicle in the history of the 6300-foot mountain to reach the summit in wintertime. Mt. Washington is known for the "world's worst weather" -- temperatures range to 30 degrees below zero. The feat was engineered by the editors of CLUES, the Ford truck magazine, as a service to the client.

Arrangements were made with the Mt. Washington observatory personnel to make weekly tests on the Pickup. The tightness of the Ford truck's cab will be made evident if the fine powdered snow blown by the 100 mph winds does not penetrate window and door seals.

The Pickup began the climb and reached the five and a half mile point under its own power. Above timberline -- when the truck could no longer get traction on the roof-steep icy crust -- an Air Force Sno-Cat pulled it over the Cragway, around the Horn and up the Home Stretch.



Radio reports from the summit state that the Pickup is covered with rime ice, but passed its first week's starting test with the touch of the starter button. A future CLUES article will give a full report of the test.

"Splinterization" theory discussed

In a speech before the Newspaper Advertising Executives Association, William I. Nichols, editor and publisher of THIS WEEK, explained the process of "splinterization" which he sees TV going through: "In the world of TV, the total number of set owners grows; but at the same time, we are seeing a 'splinterization' of the viewing audience, which is constantly being divided and subdivided between channels and programs. The splinterizing process is especially acute in the urban areas which advertisers most want to reach."

Media directors of advertising firms were asked if they agreed that this "splinterization" existed. For the most part they did agree that division of audience among programs and channels exists, and felt that this was a problem calling for special attention in TV buying.

Arthur Porter (NYO) said, "We believe in placing an advertising message in the media which are most suitable for implementing it, and in adjusting the degree of weight within the medium in whatever way is required to put equal weight against the market. This would be true whether the basic medium for a campaign were television or newspapers."

Devices are used, however, to compensate for the division of audiences... alternate-week sponsorship; diversification of programs on all networks; aiming principally at that portion of the entire audience most important to the marketing plan. Mr. Porter pointed out that "network can be supplemented by local programs, local spot schedules, or additional types of media which penetrate the major cities most effectively."

The question was asked: "Do you believe that 'splinterization' in TV makes newspapers a better buy, especially in cities with but one morning and/or evening newspaper?" Most of the media men agreed that it depended upon the local situation. According to ADVERTISING AGENCY (2/1/57), the media men feel this so-called "splinterization" is one factor which must be considered in TV buying, but doesn't deserve the isolated attention it was given.

World-wide media and readership information

SANGYO KEIZAI, one of Japan's leading newspapers, has recently released some media and readership information of local and world-wide scope.

A comparison of newspaper circulations in the world during 1955 showed that the United States has the greatest circulation with 56 million. Russia was second with an over-all circulation figure of 44 million. After this, the rankings were as follows: Japan, 34 million; England, 31 million; Italy, 5 million; Australia, 3.6 million; Sweden, 3.6 million; Canada, 3.6 million; Belgium, 3.3 million; Holland, 2.7 million; Argentina, 1.8 million; Denmark, 1.6 million; Switzerland, 1.5 million; Norway and Mexico, 1.3 million each.

Media figures for Japan show that newspapers receive 55.8% of the total advertising for that country. Radio follows with 16%; magazines, with 5.7%; television with 1.5%. The remaining 21% is distributed among miscellaneous media.



"WHAT WILL IT BE LIKE TO FLY IN A JET?"

Douglas Aircraft Company, Inc. -- Los Angeles

"In the astonishing world of the stratosphere, your eyes will behold splendors never seen by you before." This is the caption for the full-page illustration in the advertising take-off of the new 600 mph Douglas DC-8 jetliner that appeared in the March 16 SATEVEPOST.

Although the new jet will not be in airline service for another two years, the first advertisement is scheduled for March, April and May issues of domestic and international magazines. DC-8 advertising will build in intensity and coverage through 1958, and reach its full strength in 1959, '60 and '61 when flight tickets will be available on this airplane. This is in accordance with a "five-year plan" of advertising and promotion which was presented to and approved by the Douglas Company last fall.

Douglas faced a number of factors which affected the strategy and timing of its DC-8 advertising program. Competition was one of these. The Boeing 707 seemed certain to be carrying passengers at least six months ahead of the Douglas DC-8. This time advantage for Boeing -- resulting from a head start on production because the 707 is an outgrowth of an existing jet-tanker project for the Air Force -- gave the need for unusual DC-8 advertising added urgency. Another complication in the Douglas DC-8 advertising picture is the fact that Douglas did not want to put their DC-8 build-up in competition with their DC-7 advertising...airlines will still be ordering DC-7's.

What could be the advertising approach in a period when Douglas has no DC-8 in existence and Boeing is now test-flying the jet-tanker, forerunner of the 707? It

was decided that Douglas would be the first with a consistent campaign to give the public vicarious DC-8 flights and try to preempt for the Douglas Jetliner the answers to such questions as "What will it be like to fly in a jet?" and "How will jet flight affect the days of your life?" (These quotations are the headlines for the first two bleed spreads in SATEVEPOST, LIFE, HOLIDAY and NATIONAL GEOGRAPHIC, as well as international editions of TIME, LIFE, NEWSWEEK and READER'S DIGEST.

Copy describes what a jet flight is... the serenity and beauty of flying in the stratosphere. It allays people's fears about flying high in a machine that they know as a flash and a roar, and captures the romantic and inspirational mood of jet flight in "Your own secret corner of the sky."

The principal illustrations are paintings from a 35,000-40,000-foot vantage point -- the approximate altitude for jetliner operation. Painting such a picture was a difficult assignment, since only jet pilots have flown so high. Research was conducted at planetariums and discussions were held with the Air Force to give the artist an approximate idea of what jet flight is like -- without limiting the scope of his imagination or his ideas of beauty. The result was a picture very close to reality with the addition of an artist's imagination.

And to reassure those who (from reading about Boeing's jet operations) may think that Douglas is a late-comer to the jet field, the advertisements include a small portrait of Mr. Douglas and a short resume of the company's wide experience in the building of successful commercial transports and military jets.

Garrit Lydecker -- Advertising Man



GARRIT LYDECKER

--New York

"A good advertising man has to be many things...a good businessman...a good marketing man...a good salesman. But, first of all, he has to be a good advertising man."

If you're looking for such an extraordinary advertising man, you're looking for Garrit Lydecker.

Several years ago, the State Department needed such a man to outline a guide for the United States Information Service -- a guide to selling the United States and the other free nations to the rest of the world. They called upon Garrit Lydecker.

His association with Dr. George Gallup, and the experience he had gained in supervising the General Foods and Lever Brothers accounts at Young & Rubicam, enabled him to outline a policy that can easily be a guidepost to good advertising as well as to international diplomacy. Only a man with the special abilities of Garrit Lydecker could have written this guide to one of the most complex selling problems in our history. It has been used in every USIS office in the world:

1. Keep constantly in mind...a clear-cut definition of purpose
2. Determine...all obstacles to be overcome in attaining these objectives
3. Work out a strategy of ideas for overcoming these obstacles
4. Measure each idea against the following list of requirements:

WILLIAM P. WRIGHT, JR. (NY) recently addressed a textile-industry group on the subject "Advertising and Promotion of Minimum Care Fabrics." Chicago Office Representatives recently met with the ILLMOKY Advertising Club (including advertisers from Southern Illinois, Southern Missouri, Northern Kentucky and Tennessee) at their

It should advance one or more of the basic purposes. This is the most important point of all. If it is not observed, none of the points that follow can have any real force.

It should concentrate on one central idea instead of scattering its emphasis over many ideas. It is scientifically provable that the more ideas a piece of information contains, the fewer the reader or the listener absorbs and remembers.

It should approach those to whom it is addressed in terms of their own self-interest. 'What will it do for me?' is the perennial question...So talk in terms of their self-interest, not of ours, if you want an idea to penetrate and endure.

If the idea makes substantially an emotional appeal, it should also make some appeal to reason. The two main avenues of approach to the human mind are through the emotions and the intellect. Neither does a complete job alone. So if an idea appeals chiefly to the emotions, make certain it also appeals to the intellect. Conversely, if the appeal is primarily to reason, it should also make some appeal to the emotions.

The idea should offer hope or make a promise.

It should arm its audience for action, give them something they can do...Even so small a thing as asking people to repeat their beliefs to their neighbors can be effective.

The idea must be clearly understood. If an idea cannot be understood, it cannot be acted upon.

In conclusion, concentrate...on putting over the few ideas that have maximum impact. Repeat and repeat and repeat them."

Got an advertising problem -- big or small? Talk to Garrit Lydecker. Bet you'll have a solution before long.

PEOPLE

second Annual Advertising Workshop. J. C. WINTHROP, LEON RONNEL, DEAN JONES (Chi.) and PATRICK O'BRIEN (Chicago Ford Dealer Office) moderated panel discussions on "Creative Advertising and How to Develop It." 125 persons from newspapers, radio, TV and retail advertising groups attended the discussions. Proud Papa: FRANK SEBASTIANO (NY), a son, Robert, March 5.