

The Great Ad Experiment

The toughest part of every project is throwing away our favorite ideas.

They're the ones that sneak into the brainstorming session as a joke, and then stow away, hoping to get

to the final round. The ones that have "great ad" written all over them, but don't actually connect with the product. The ones that are full of emotion, but not

much else. They're the concepts that have to be quietly shown the door. Or dragged out, kicking and screaming.

Why the ruthlessness? There's one thought we always come back to: "It's not about us." Our goal isn't to show how clever we are, or how quickly we can adopt the latest trends. For us, it's the audience that matters, and understanding how to connect with them is always the first step.

For the Power of Print competition, there were two goals. First was the need to get the client's message across, to explain how Lawtons' PROfile resonates in people's lives. The other goal was to showcase the kind of work that can only be done in print.

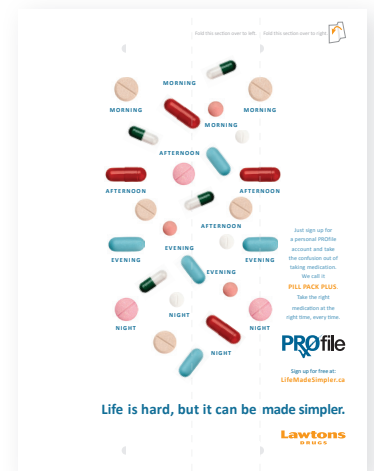
While many of our first round of concepts worked on an emotional level, we came to realize that what was needed wasn't an emotional connection but a practical explanation: to show PROfile's benefit. At its core, PROfile makes the lives of clients and caregivers easier. The overarching benefit is simplicity, and the only way to show simplicity is to use simplicity.

The other side of the equation was to demonstrate the power of print advertising itself. What can you do with print that you can't do in any other media? In contrast to electronic media, print is physical. Print is real.

After bouncing around every print production trick we could think of, we arrived at one of the oldest, the fold-in, a-la *Mad Magazine*. Rather than another witty headline or Photoshop gag, we wanted readers to pause, solve a simple puzzle, and understand what Lawtons' PROfile really is all about: turning something complicated into something simple.

At that point things finally came together: three episodes of "Life Made Simpler," each showing a different aspect of PROfile.

The final component was a microsite driving web visitors to the PROfile signup page; a unique URL used in the print ad meant new PROfile signups can be precisely tracked via web analytics.



The result was a campaign that creatively reduced PROfile to its essence, and demonstrated that in a way that stood out from the crowd.

And as for all those concepts that don't make it? Sometimes we'll bump into them, exchange a few awkward words, and

pretend we'll keep in touch. We may have had a few laughs together, but we've moved on. It's probably for the best.

