

The Official Publication of Ad 2 Honolulu

Advantage

September/October 1992





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P R E S I D E N T ' S M E S S A G E

PUTTING ON AYERS



My year as president began with a big thud! That was Deanna Corpuz dropping off boxes and boxes of Ad 2 stuff. Archives, notebooks, Wine tasting party T-Shirts, and two big boxes of AWARDS! At first, I looked at this heap with consternation, wondering where I would possibly store everything in my small apartment ... Then I began to explore the contents of the boxes. I have to say that it was quite enlightening. I perused newsletters from years ago. The ancient ones were simple photo copies. Have we come a long way!

I also took the time to go through the boxes of awards ... Very impressive, indeed!!! (including a national ADDY award for the Greenhouse campaign and Club of the Year in 1989)

What I am getting at is that Ad 2 Honolulu has accomplished so much in its short time of existence. We have grown from a small group of twenty members to now more than one hundred. From a fledg-

ling club way out in the middle of the Pacific Ocean to the CLUB TO BEAT at the American Advertising Federation Public Service Competition! We've won top accolades at the national convention in at least the past five years. But then who's counting, right?

All of this has been accomplished by having dedicated members year after year who wanted to build this legacy. And I'm not just talking about Board members either. Although the talented Board of Directors in years past have been instrumental, success of this magnitude could not have been possible with only their efforts. Ad 2 Honolulu thrives on members like you doing your part to support the club.

The Board of Directors for 1992/1993 is dynamite! From what I can gather, it is the largest and most talented group of leaders ever assembled for Ad 2 Honolulu. Each member of the Board has set goals for the year. My goal is to lead the club to NATIONAL CLUB OF THE YEAR! We can't accomplish these aggressive goals without your help! Ask not what Ad 2 can do for you, but what you can do for Ad 2. So what are you waiting for? **▲2**

UPDATE

Ad 2 Halloween Party At Studebaker's

Sunday, November 1, 1992
... an after Halloween Party of sorts. Studebaker's will really be helping us out. They'll be leaving up the decorations from the night before (Halloween).

Free food in the form of their world famous 16-foot Stude-A-Buffer, and will be providing the DJ and staff.

A BIG thanks to Dana McMullin for giving Ad 2 a home for our Halloween

Party! Prizes for best costume, raffle, candid photo shoots, games, bop til you drop music, the fun starts from 4pm and keeps on going!

Call Ross Takakawa
or Mike Green
for more info.

Celinda Ayers

MEMORANDUM

TO: All Personnel
FROM: Laurie E. Kim
Chief Financial Officer
RE: Computer Conversion
DATE: February 25, 1992

The final phase of our computer conversion is nearing completion and we are very excited. This new system will enable us to provide our clients with more comprehensive financial reporting and analysis and meet their various needs for flexibility. We will be able to expand our current capabilities and provide greater client service in all areas of accounting. We will be meeting with each of our clients to go over the enhancements of the new system and to get their input on further customization that they might desire.

Many thanks to all of you for your patience, understanding and hard work during this conversion year.

LEK:jj

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Can you tell which letter was typed by a person with a disability?

We didn't think so. Which is exactly the point. People with disabilities are a lot more capable than you may have imagined.

In a written survey designed to measure the job performance of challenged workers placed by Winners at Work, employers rated them as satisfactory or *better*, on average, in every category listed. Covered were such areas as punctuality and attendance, following safety rules, working well as part of a team, socializing well with co-workers, and job speed and job quality.

Impressive as this survey may seem, numerous studies have produced similar results. The fact is, people with disabilities are ready, willing and able to work.

Winners at Work can provide job placement along with a customized training program backed by the relentless support of our professional staff. If you'd like to learn more about hiring a winner, call 532-2100.

Winners at Work

WINNERS

Winners at Work is a non-profit vocational training program, committed to helping people with learning and physical disabilities find employment. This program provides training for employers and employees, and also works with families and community agencies to create a support team for the disabled workers. Winners at Work is the only organization in Hawaii that provides job training for citizens with severe mental and physical disabilities. For the past two years, Hawaii's unemployment rate has been hovering between 2-3%, so many employers have jobs available without a resource pool. State and national labor projections show that this trend will continue for the next fifteen years. The U.S. Census reports that Hawaii has approximately 56,000 working age persons with disabilities, yet only 1/3 are currently in the work force. Therefore people with disabilities are a vital resource just waiting to be tapped. Our objective for Ad 2 Honolulu was to help Winners at Work by educating the public through a mixed media advertising campaign. Our strategy was to present Winners at Work participants as productive citizens who can perform as well as, or better than, the "average" employee.

AT

After several months of creative meetings, we arrived at five individual campaigns, each portraying the "Winner" as a capable and enthusiastic worker. The campaign was shown to a cross section of Winners at Work participants. This ensured that the tone and manner of the ads were not offensive to the people they represented. The print ads enticed the reader to figure out "which sandwich was made by a person with a disability?" A second ad used the same concept with type written letters used to dispel the stereotype that disabled people could only perform menial tasks. The message remained consistent in the radio and TV spots as well. The radio spots made similar comparisons using sound effects in place of the side-by-side visuals. The television commercial used visuals of sandwiches, again emphasizing the point that there was no difference. The Ad 2 public awareness campaign – which is valued at more than a quarter of a million dollars, and involved over three hundred manpower hours – has helped Winners at Work reach their goals and placed Ad 2 Honolulu first in the AAF Club Achievement Public Service Award. ▲

WORK

PUBLIC SERVICE

1992-93 PUBLIC SERVICE RECIPIENT SELECTED

We're happy to report that Earthtrust was voted 1992-93 public service recipient by 25 Ad 2 members (fabulous turn-out) on August 5th.

And what is Earthtrust? It is an international – but Hawaii-based – organization committed to preserving wildlife and the natural environment. Some of their major projects involve international drift net fishing, pirate whaling, and promoting dolphin-safe tuna. Being that conservation is a hot topic, we think this organization has a lot of marketing and creative potential.

Meetings for the public service committee and sub-committees began in mid-August. Tentative deadlines were set for some sub-committees.

They are:

August 24th: 1st focus group
September 21st: 2nd focus group
October 30th: All creative in the can.
November 9th: Some creative starts running
Mid-January: News conference to kick-off campaign

In addition to Earthtrust, this year, the public service committee – specifically the creative sub-committee – will work on one-time projects for non-profits not selected. The purpose is two-fold:
1) to provide more creative

opportunities for members
2) to benefit the non-profits not selected.

Some of the non-profits to choose from are Eye of the Pacific (guide dogs for the blind), Volunteer Referral Service (clearinghouse for volunteers), Vehicle Litter Watch and Make A Wish Foundation.

With 25 Ad 2 members tentatively signed up for our committee, we think this year will be a breeze ... (famous last words). If you're interested in being part of this history making committee, call either Pat (526-3911) or Brad (526-1134) to sign up. Hurry, your time is running out! **▲2**

Pat Tadaki and Brad Shin



Remember Rubik's Cube? That colorful square contraption which looked pretty simple until you tried to figure out. Well, copywriting is kind of like that. It's a lot harder than it looks.

Just skim through any newspaper or magazine and you'll see what I mean. For every "good" ad – one that conveys its message clearly in a creative way – there are at least ten "bad" ads.

The *Art* Of Copy by Brad Shin

As a copywriter, I've written my share of both. And in doing so, I've also discovered a few rules which have helped me to create more of the "good" version and less of the "bad."

Hopefully, these rules will help you do the same. To illustrate my points, I've selected several award-winning ads from CA magazine. I only wish they were mine.



A woman is forced to watch her husband beheaded. A man is hung by his wrists, beaten with rubber hoses, charred with cigarettes, and then electrocuted. Torture is a reality in over 80 countries, where thousands are suffering from experiences too horrifying to share. And while foreign governments continue to brutalize innocent people, over 8000 of their victims are now safely living in Minnesota. With your help, we can offer them a chance to recover. Please send your tax deductible contribution today. And thank you for opening your eyes to a problem that's been hidden too long.

THE CENTER FOR VICTIMS OF TORTURE ●
722 Fifth Street S. Suite 100 • Minneapolis, Minnesota 55414 • (612) 331-8701

Rule 1 Concept is everything. This rule is so important that it should be rules number 2,3 and 4, as well. Without a concept, an ad is an empty bunch of words. With a concept, it is the bearer of an idea. Stavros Cosmopoulos, a long-time ad guru once said, "Good ideas shine through poor layouts but beautiful layouts can't help poor ideas." Smart guy. Here are several ads that make effective use of a concept.

Rule 2 Support the concept. Everything you put into an ad will either help it or hurt it. There is no middle ground. If it doesn't add to the concept, take it out.

The "cleaner" your ad is, the easier it will be for people to grasp your idea. This dog trainer ad works because it's been pared down to its essence, even going so far as to not include a picture of a dog. The reason? The picture wouldn't have added to the concept.

At Continental, we never forget that even the smallest decision can affect your entire portfolio.

Managing an asset or liability portfolio is a lot like playing with dominoes. You move one innocent-looking little piece and...oops, there goes your entire set-up.

Thankfully, with our financial risk management expertise, the people at Continental can make your task a tad less precarious.

You see, unlike banks that focus on single transactions, we focus on the total portfolio, its connection to the ever-changing global economy, and its many interrelated parts.

To employ another analogy, we see the forest through the trees.

What we also see is a very definite need for portfolio managers to see the forest along with us. So rather than devote our time to risk management theories, we've been devoting it to risk management applications.

In fact, we've now hired more than 200 "financial engineers" all for the purpose of identifying risk and managing it more effectively. Which means today, no matter what your particular set of financial circumstances, we're prepared to customize the right risk management solution for you.

And what might that solution be? Glad you asked. The truth is, that's limited only to your own willingness to be inventive. For instance, we just recently devised a risk management product (now known within the industry as a "swallow") that represents a hybrid of an interest rate collar and a swaption.

All this information should tell you a couple of things. One, that we're capable of coming up with some rather silly names for financial risk management products. And two, that we're capable of coming up with some rather smart ways of putting them to use.

Clearly, when it comes to portfolio management, every move is critical. For you, we'd recommend that your next one be straight to the nearest phone where you can contact us at (312) 828-2264. **Continental Bank**
A new approach to business.

**Your Dog's Hearing
Is 17 Times Better
Than Yours.**

**So How Come
He Doesn't Listen.**

Luis Gomez • Master Dog Trainer • 212 866-7836

Rule 3 Pick one and only one angle. People have a tendency to pack everything but the kitchen sink into an ad.

The problem is, when you try and sell everything, you often end up selling nothing. Pick one primary benefit and sell only that. By doing so, you maintain the focus of your ad and your message gets across. If your product has a second major benefit, just do a second ad.

Rule 4 It's all in the headline. Well, okay. The visual is important, too. When a person looks at your ad, they shouldn't have to read the body copy to interpret what the headline is saying. If that's happening, your headline and visual

aren't working hard enough. Sure, you need body copy to present all the little details, but the headline, the visual and the logo should be able to convey your overall message or benefit.

All of the ads you see here do that in a memorable way.

If these rules sound simple to you, it's because they are. The hard part is sticking to them. If you can do that, you will be well on your way to writing creative

ads that work. ▲



Where To Locate A Long Lost Buddy.

The BUDDY HOLLY Story

For albums you haven't seen in years, try Record Mart. Where you'll find thousands of LP's from a time before videos, MTV and contact lenses.
217 King Street, Alexandria, VA, (703) 683-4583

Jerry's Record Mart



IF YOU'RE DONE SWEARING AT THEM, GIVE SOMEONE ELSE A CHANCE.

Instead of putting those old golf clubs away, let us sell them. They'll bring hours of frustration to someone else.

Play It Again Sports.

AN ARGUMENT FOR VOTING

by Melissa Chang, Government Relations Director



If no one knows your name, are you sure you really exist?

Okay, your mom knows you. And maybe the mailman. If you get any mail. But how much of an effect do you have on the world around you?

One way to push your weight around as a tiny, tiny person is to register to vote. As a voter, you have a say in who runs your government. You have the right to tell these big politicians, "Hey, I'm here, and you have to reckon with me."

But what does this mean to you, a member of Ad 2? As a voter, you can stand up and be recognized by those elected officials. When issues arise that affect our industry or your clients, you can be a voice in influencing these politicians ... after all, you may have helped in getting them where they are.

The upcoming elections are going to be excellent exercises for voters, new and old alike. On the local level, many old-time legislators and heads of state are retiring, giving younger, ambitious politicians a chance to achieve such status.

The mayor's race has about 14 candidates vying to take their place next to Gino. And the ever-colorful Rick Reed and Wayne Nishiki are taking on U.S. Sen. Dan Inouye. Of course, as a voter, you get to choose a person to run your entire country. Make sure he knows how to spell "potatoe". This is a great chance for you to re-educate the old time politicians about our industry's cause and your client's causes. Even better – this is a great chance for you to educate the newcomers, who are no doubt in need of such knowledge. Whether you like it or not, you're in an industry that shapes public opinion. You should use your right as a voter to determine that shape.

"And if you watch those MTV commercials, you'd know that it's cool to vote," adds Ad 2 Honolulu PR Director Cindy Leong. "I vote, and I really like punching out those little holes in those cute cards."

Not only that, but registered voters get more mail. Remember, you have until August 20 to register to vote in the primary elections. And you can still register for the general election if you sign up by October 5. For more information, call Melissa Chang at 528-3159. So get off that apathetic butt and vote!

Postscript: Have you moved? Then you better re-register into the proper district. See Melissa for details. ▲P

B O A R D O F D I R E C T O R S

1992-1993

- President - Celinda Ayers 949-9988
Chairman of the Board - Deanna Corpuz 955-5122
President-Elect/Membership - Nadine Odo 528-3159
First Vice President - Keoki Van Orden 547-6508
Second Vice President - Alfredo Garma 677-0329
Secretary - Tania de Jesus 522-0650
Treasurer - Beverly Monroy 524-5080
Public Service Directors - Bradley Shin 526-1134, Patricia Tadaki 526-3911
Programs/Socials Directors - Helena Wallin 543-2241, Jamie O'Brien 526-3911
Communications Director - Dominic Izon 521-0021
Newsletter Director - Nancy Breitbach 526-1134
Public Relations - Cindy Leong 528-3159
Fund Raising Directors - Ross Takakawa 841-8100, Mike Green 531-8886
Education - Leo Elaydo 677-5975
Career Opportunities - Francine Lam 524-5080
Government Relations - Melissa Chang 528-3159
Club Photographer - Wendal Kaukani 263-6388
Historian - Jerry Omo, Jr. 545-7597
Ad 2 Division/AAF Board of Advisors (Honolulu representatives)
National Ad 2 Secretary & Communications Advisor - Deanna Corpuz 955-5122
National Ad 2 Government Relations Advisor - Ruth Academia 586-3014

THE BIG PICTURE


by Deanna Corpuz

It's two months after the AAF National Conference, and I've discovered how big Ad 2 really is. There are Ad 2 clubs scattered across the U.S. that range in membership sizes of 15 to nearly 400! Since I took on my new position with the National Ad 2 Board, I've called many of these clubs. They have the same career problems, aspirations, and successes that you and I have – What a concept!

Ad 2 was created as a separate division of the American Advertising Federation to give us young'uns a break. When you look at the BIG PICTURE, you're a member of a 52,000 member organization – the AAF – the organization that promotes, protects and advances the broad interests of advertising, including the freedom to truthfully advertise legal products.

Ever wonder how the *Advantage* gets other clubs to write article for us (hey, that's one less article to write!)? Network, network, network. I (and you) have a contact in every Ad 2 city – that's 25 cities. And more cities are added to the list every year.

Nationally speaking, it's going to be a great year. We're aiming to strengthen relations with the AAF (look for us in American Advertising, the AAF publication), improve local government relation ties (thanks to Honolulu's Ruth Academia, National Ad 2 Government Relations Advisor), build ties to our future – the students. And most importantly, work to strengthen each local club so that we as Ad 2, nationwide, is one kick butt division of the AAF. Which eventually helps you, the member, to reap the benefits of being a part of this group of future advertising leaders .

So get off your duff and get involved! And I'll get back to making yet another long distance call to another Ad 2 club. 

SUPPLIERS

Precision

754-A Ilaniwai Street
Honolulu, Hawaii 96813
537-4964 FAX 545-3466

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*This Newsletter
was printed on
Precision's
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Image Area: 20¼ x 29*

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IN THIS dog eat dog WORLD IT'S NICE TO KNOW IMAGING IS AT YOUR SIDE.

i IMAGING

847-5310 (day) 841-5867 (eve)



UNISOURCE CORPORATION

91-210 Hanua Street
Ewa Beach, Hawaii
96707
808.673.1300
Fax 808.673.1310



P.O. Box 3361
Honolulu, Hawaii
96801



PRODUCTION NOTES ...

This entire issue was produced on an Apple Macintosh digital prepress system. Composite film negatives were output on Tongg Imaging's precision calibrated Linotronic 330/RIP 40 imagesetter at 2540 dpi and 138 lpi HQS screening.

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Software: Quark 3.1, Adobe Photoshop 2.0, Light Source Ofoto 1.1.1, Microsoft Word 4.0, Adobe Type Library.

Typefaces: ITC Garamond Condensed, Latino Elongated, Folio, Goudy, Galliard, Helvetica, Futura Condensed, Franklin Gothic, Zapf Chancery, Rubberstamp, Click&Clip Illustration.

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Thanks, Derek Tom!!!!



Bulk Rate
U.S. Postage
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