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CREATIVE

CASEBOOK

More than just words on a page.

While we are, indeed, primarily a writing consultancy, we pride ourselves on having gathered many additional skills over the years. This allows us to do far more for our clients than merely fill spaces on layouts.

Our knowledge of many diverse marketing communications disciplines and techniques allows us to provide a very complete service. Whether it's developing an effective DM mailpack, scoping a web-site to draw and sustain hundreds of thousands of visitors or simply writing a retail brochure that guarantees sales, our principals' many years of experience and deep study of the art mean we are well equipped to help you achieve your aims.

What Have We Done?

We've written successful messages for every conceivable category of product and service, across all media.

Whether it's TVCs for SUVs, web-sites for DVDs or perhaps direct mail packages for any other set of initials you can think of, chances are that we've done it before and would like to do more.

The following pages represent just a tiny sample of the work we've performed over the years. They've been selected to show some of the remarkably wide range of communication disciplines we've mastered and employed in the service of our clients.

How Do We Do It?

Over the past few decades, we've developed a process that we believe gives our clients full value for their marketing dollar.

It's based on the premise that, while you're probably the world's greatest expert on your own products, it's often not that easy to divine the ideal way to represent them.

You have to be able to put yourself in the place of your customers, isolating and answering any concerns they may have in making their purchasing decision.

We've found that all it takes sometimes is some judicious questioning to unlock the hidden sales potential of any product or service. The wisdom you need is almost certainly already within your organisation.

Once this fundamental marketing problem has been solved, you can then effectively communicate the benefits to a prospective customer. That's where we come in.

Already cracked the riddle yourself? Perhaps you still need a little help. No matter. We're experts at isolating and conveying the nub of a sales proposition in language that's both suited to the target market and in keeping with your organisation's overall communication strategy and desired brand image.

Take a look at the following pages and we think you'll find The Write Stuff offers more for your copywriting dollar (or RMB) than you might ever have believed possible.

We combine our hard-earned experience with a healthy enthusiasm for "the hunt" to make sure your project is handled with a blend of finesse and vigour that turns "hard to sell" into sitting ducks.

Who Have We Done It For?

We've assisted a remarkably wide range of organisations in achieving sales success - our past and present clients include many of Australia and China's biggest names in Advertising, Direct Marketing and Sales Promotion:

- McCarthy, Watson & Spencer
 - P.M. Advertising
 - JWT Dialog
 - Bond International
 - Foote, Cone & Belding
 - Saatchi & Saatchi
 - Campaign Palace
 - Lawrence Harop Vartan
 - Integrated Options
 - Artstaff Creative
 - Ogilvy & Mather
 - Anstee.Dalton
 - Finlay Preece
 - Marketforce
 - The Targeted Approach
 - Tony Carr Direct
 - Smith, Ross & Muir
 - Berlet Advertising
 - Fahey & Associates
 - RH+
- and many, many more...

Whether directly or on behalf of an agency, we have worked with corporations in every market sector and industry, including:

Financial Institutions/Insurers: Westpac, Premier Credit Union, American Express, Zurich Insurance, Universities Credit Union, Citibank, ANZ, Mastercard, Commonwealth Bank, St George Bank, AGC, Credit Advantage, HCF and Primary Industry Bank of Australia.

High Technology Companies: National Engineering Information Services, OTC, Roche, Ashton-Tate, SB Tech, Unify, Coulter, Honeywell Bull, BDO Synergy, AWA Services, Canon Copiers, Canon Micrographics, Canon Facsimile Fosun and Qadran (QANTAS).

Media Companies: Network Ten, Mulray Productions, Pascal Press, Law Journal, Time Australia, Norman Keppell Printing and Columbia TriStar Home Entertainment.

Retailers: Freedom Furniture, David Jones, Grace Bros, Soul Pattinson, Cut-Price Deli, Big W, Miranda Hi-Fi and Dick Smith Electronics.

Motor Industry: Mazda, Toyota, Holden Dealers, Jaguar Rover Australia, Audi, Alfa Romeo, Volkswagen, Mitsubishi Trucks and Kawasaki.

Industrials: Consolidated Ultrasonics, Autobake, Brambles, Xerox, Taylor North Australia, Archer Engineering, BHP Building Products, Lysaght, www.discpads.com.au, Chubb Security, CSR Building Products, Great Southern Energy, AGL and Calmic Sanitary Products.

Consumer Goods: Marantz, Slumberland, Johnson & Johnson, Specialty Bakeries (Buttercup), Nestle, "Fresssh" Eggs, Tooheys, Lindemans, Denon HiFi, Metz Televisions Black and Decker and Uncle Tobys.

Furnishings: Framac, Co Design, Program Building, Hunter Douglas and Feltex.

Hospitality/Travel: Travelodge, Manly Plaza, Hotel Inter. Continental, Ayers Rock Resort, Sydney Harley Tours, Accor, Malaysian Airways, Cathay Pacific JinJiang Hotels and Sydney Saloon.

Government Departments & Other Bodies: Adult Migrant Education Services, Department of Defence, New South Wales Tourism, Global University Alliance and Motor Traders' Association.

Charitable Institutions: Greenpeace, St John's Ambulance, Salvation Army and others.



A good, deliverable promise can make all the difference

The Universities' Credit Union had many things in its favour:

Its loyal customer base, reputation for personal service and small size allowed for flexibility that paid off in many ways for its members.

Some things, though, had to be addressed: The Universities Credit Union desperately needed a re-vamp to their image. Their corny 1950s logo and stuffy, confusing documents hardly marked them as the Credit Union for forward-thinking young academics.

Our series of product and service

brochures made plain the many advantages of UCU membership and financial products.

As you can see from the illustration above, the headings and accompanying copy were cast in simple, everyday language.

The message for the reader was that UCU were there to help them get on with their life - not tie them up in complicated arrangements with hidden penalties shrouded in tricky "bank-speak".

In this way, the demonstrably deliverable benefits of UCU membership and financial products were made very plain indeed.

The response in terms of both membership growth and increased take-up of financial products so surprised UCU that staffing levels at their branches had to be radically increased merely to meet customer demand.

Sometimes it takes a softer approach...

So what's so special about a heater? Well, if you're a parent, you don't just buy one to raise your home's temperature.

It's also about creating a comfortable nest for your family. AGL's winter heating campaign was in need of a warm and fuzzy treatment to offset the less than competitive pricing and installation arrangements that had hamstrung their previous heater sales efforts.

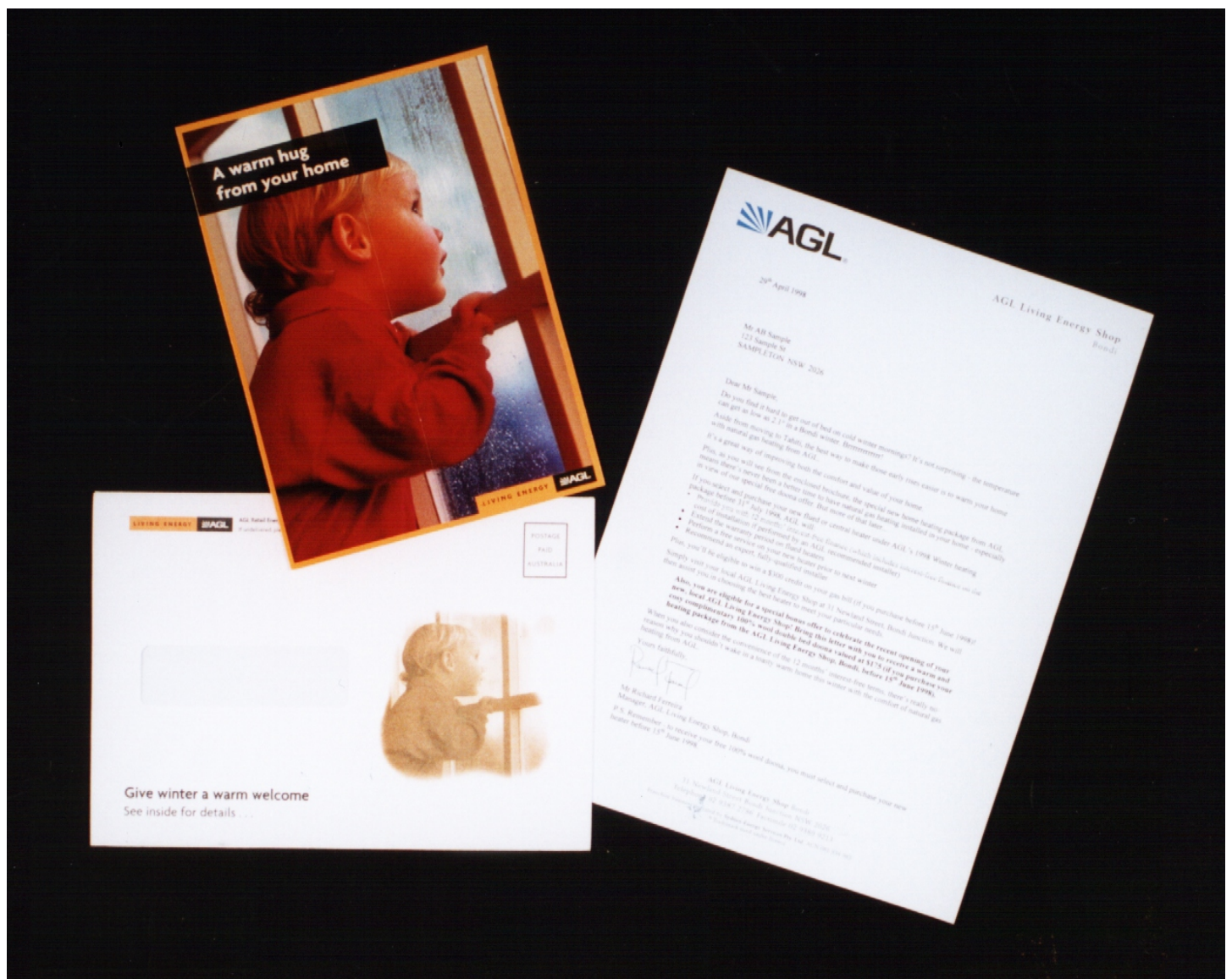
Following on from the mainstream agency's imagery (a mandatory), our task was to make a credible argument for consumers to choose an AGL-supplied heating solution - all the while improving the company's overall image.

Our response was the "A Warm Hug From Your Home" direct mail campaign.

Accompanied by a personalised letter that made sympathetic (and specific) reference to the average morning temperature in their particular locality, this small show of understanding for the reader's situation extended to the personal, helpful tone of the rest of the mailing and put a human face on what had heretofore been a humourless gas supplier.

After all, who isn't tempted by staying in bed on cold days?

The mailpacks proved to be very successful indeed, prompting a dramatic increase in take-up of AGL heating packages by the company's customer base.





Controlling the weather and customer “churn” - AGL Climate Control

The heart of this campaign was an unusual cruciform mailer that progressively delivered the following message as each leaf was opened:

Wouldn't
You like
To control
The weather?
Well, now you can!

Part of the challenge was that AGL's Climate Control solutions were at the higher end of the price scale and relatively unknown to the target market.

The unique, sequential nature of the mailer's message ensured “read on” from particularly jaded consumers - our

intended recipients' letter boxes were jammed with direct mail offers of heating and cooling solutions.

Also, despite the obvious short-term tactical considerations of “shifting units”, we envisaged the Climate Control campaign as a crucial step in building a much-needed long-term bond with high-value AGL customers.

This need was intensified by the then looming “contestability” of residential customers for both gas and electricity supply.

By persuading customers to commit to the long-term investment of a Climate Control system purchased using an AGL finance plan (built into their energy bills), our Climate Control campaign for AGL was designed to create a natural inertia that would counteract the customer-base “churn” expected with the arrival of new entrants in the energy market.

On the web, no-one knows you're not a nerd

If you swallowed the hype, you'd believe that the only people able to market your products on the web are folks who are fluent in three dozen ultra-obscure web programming languages.

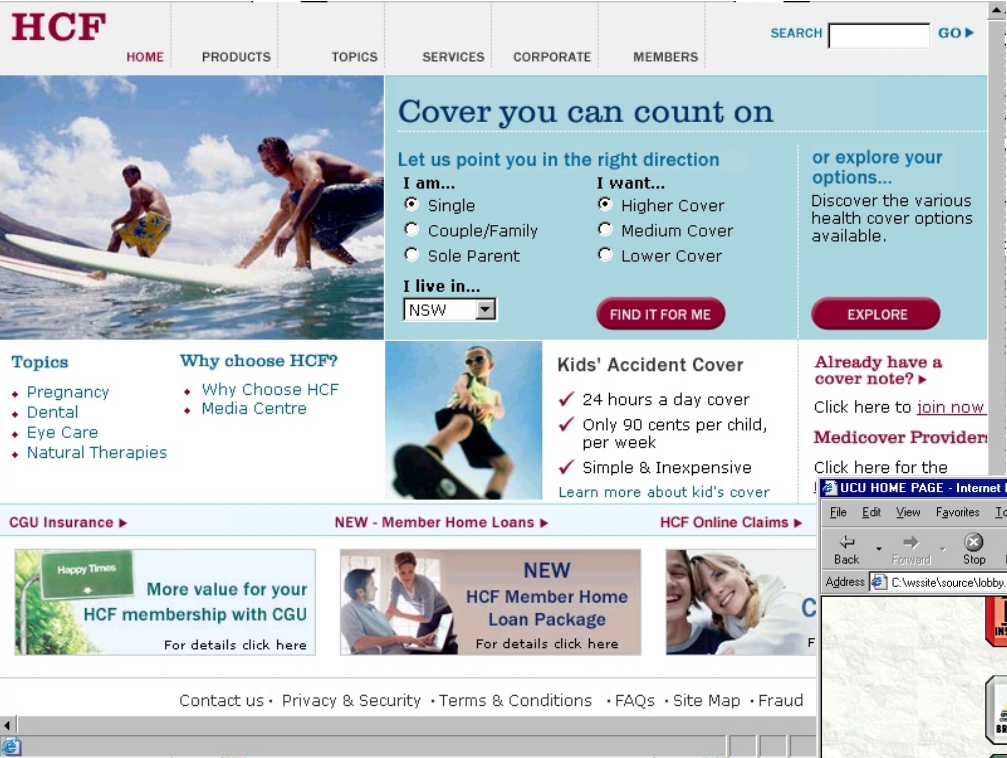
Nothing could be further from the truth.

We've created extremely successful web-sites for a pretty fair range of clients, all without ever personally cutting a single line of code on their behalf.

Sure, we know more than a little bit about current and emerging digital technologies, but then again, our two decades of devising successful mailpacks mean we've also come to know quite a lot about printing, folding and insertion processes. As the saying goes; "to achieve the impossible, you first have to find out what's possible".

The crucial thing, we believe, is to know how to communicate with customers. After all, a refrigerator bought from a web-site still ends up in a consumer's kitchen and, to their house-guests appears identical to one bought from a department store.

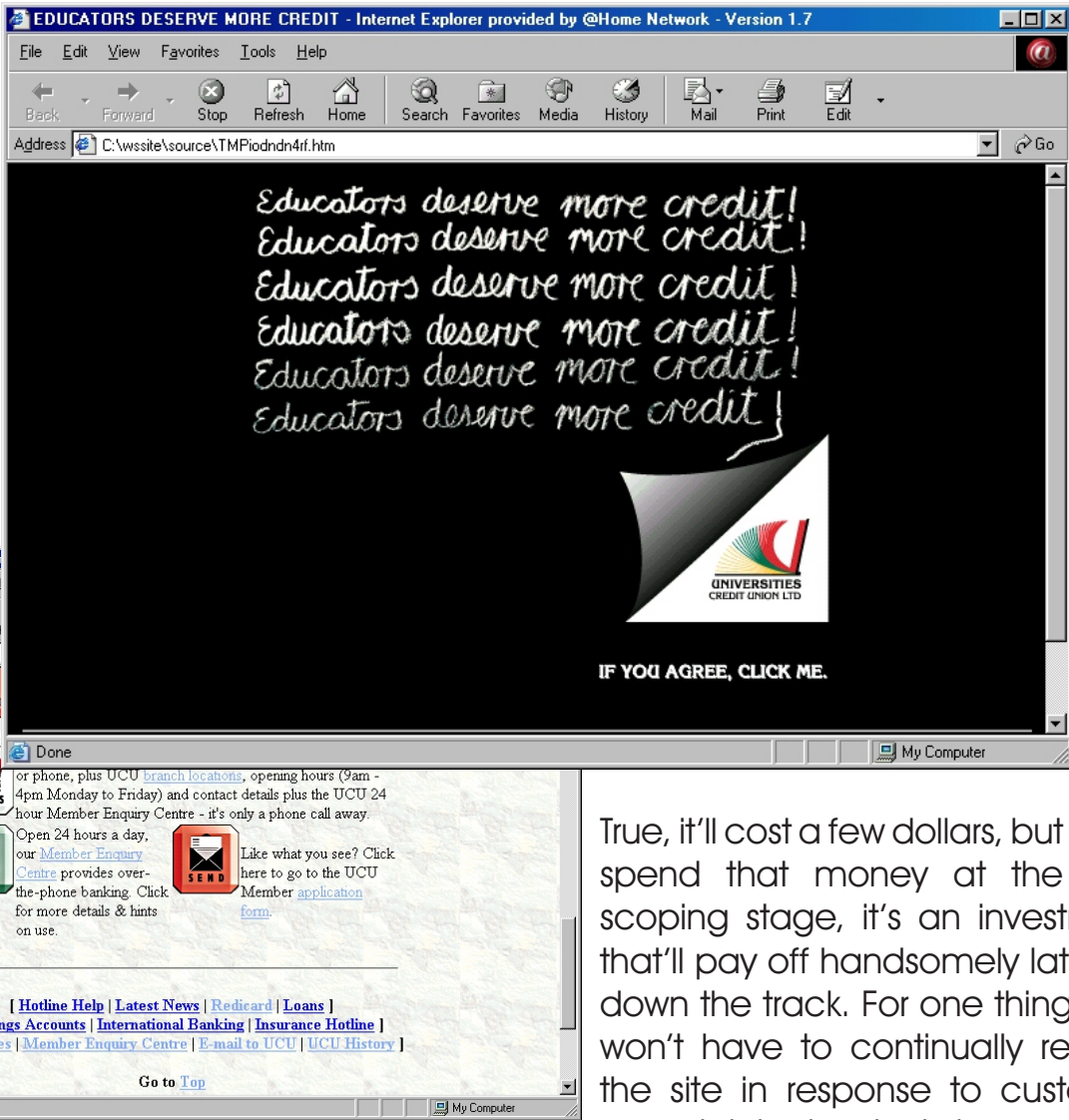
So why do people still believe it takes a "web specialist" to write their web-site?



Or worse still, why do they leave it to page-coders who've never sold anything in their lives to devise the marketing component of their company's only truly global storefront?

If we've learned anything from our time writing web-sites for major corporations such as Columbia TriStar, JinJiang Hotels, HCF and many, many others, it's this:

Your customers don't change into strange "cyber-beasts" when they sit down at a PC. They still want all the things they demand of your print and broadcast communication, and won't stand for anything less than informative, non-patronising, well-organised content.

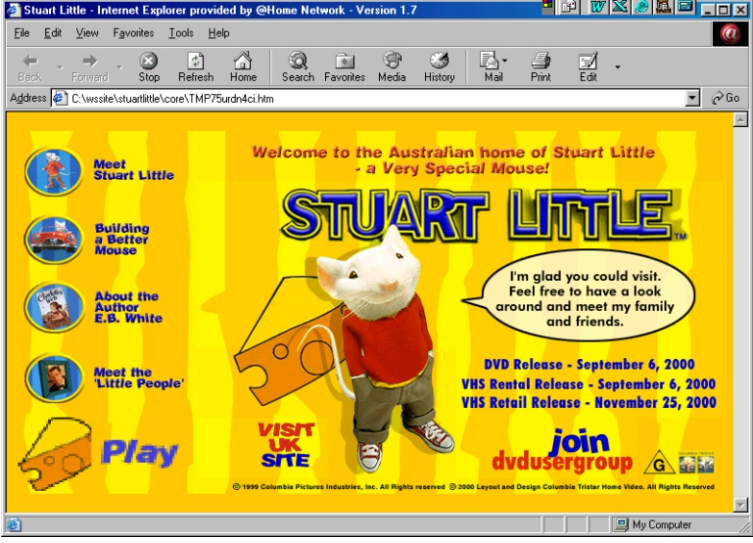
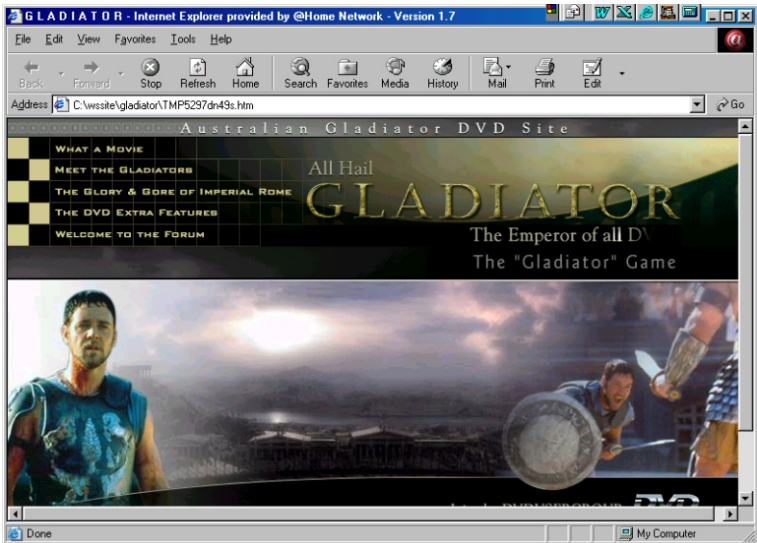
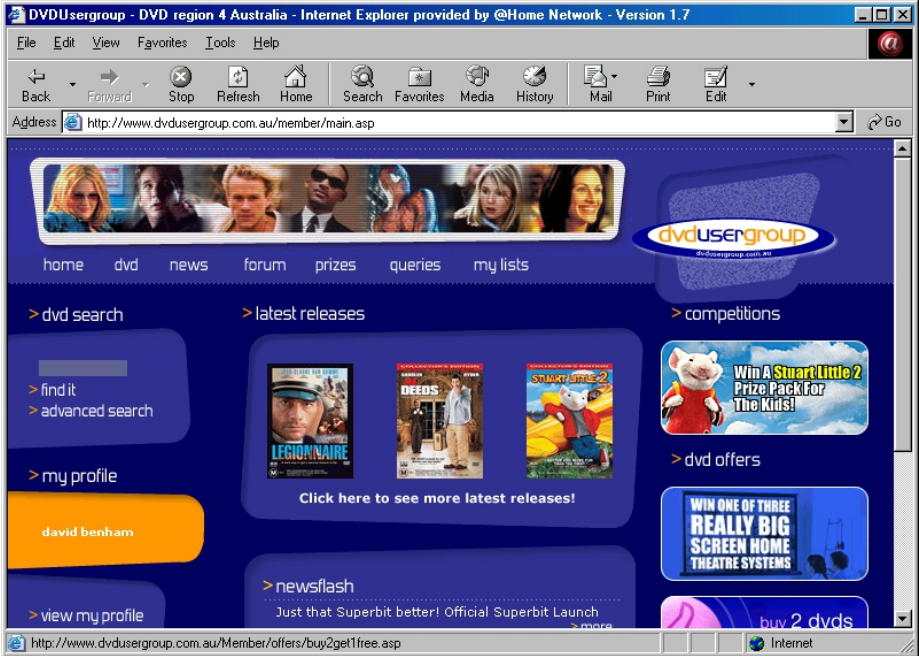


Gone are the days when you could allow that slightly geeky junior in your office to create all your web-site content.

Just as you wouldn't let a staffer who happens to own a home video camera shoot your prime-time television commercials, there's no sense at all in hiring an amateur to write your web-site.

In the case of DVDUsergroup.com.au, our meticulous planning and continuous content update made it Australia's most-visited DVD enthusiast site, with a membership (and readership of our bi-monthly e-mail newsletters) of over 250,000.

Wouldn't you like your business to have that many self-selecting potential customers receiving your sales message every fortnight?



Keeping BHP Building Products at the "Top Of The Trade"

Can you imagine a less exciting substance than corrugated iron?

While roofing contractors realise it's a material that's crucial to their business' success or failure, even they find it hard to work up much enthusiasm for particular brands of "galvo".

Nevertheless, BHP Building Products, faced with competition from cheap, imported roofing materials, needed to engender brand loyalty among roofers.

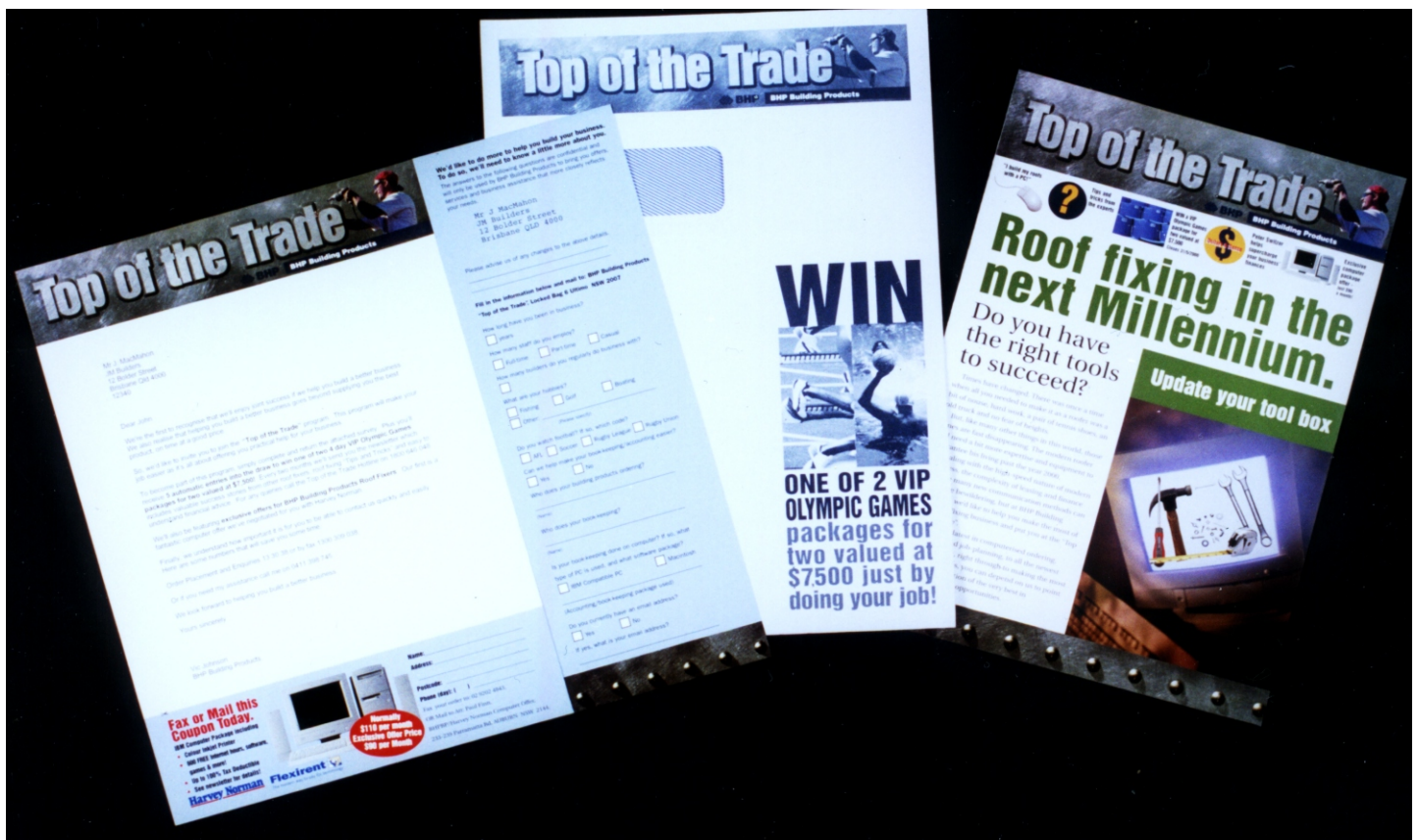
Our solution was the "Top Of The Trade" customer relationship campaign - a series of newsletters and exclusive offers

designed to draw roofers closer to BHP Building Products and make them impervious to other suppliers' (mostly price-based) attractions.

The keys to the program's success lay in the interactivity of the various promotions and the authority of the "tricks of the trade" information included in each mailing.

Sourced from a 50-year roofing veteran, the "tricks" lent BHP Building Products an image of being knowledgeable and in tune with professional roofers' concerns - far more than just another supplier.

The result was a dramatic decrease in substitution of non-BHP roofing products by contractors, an equally startling increase in on-line materials purchase by contractors from BHP and a renewed currency of BHP Building Products' reputation as "the roofer's friend".





The VW Transporter. "A Tradesman's Most Valuable Tool".

Our approach to a direct mail campaign for the then new Volkswagen Transporter range had to combat some negatives.

Firstly, the vehicle's higher purchase price, and secondly, its "foreignness".

To your average electrician or plumber, the latest update to the famous Kombi was viewed as more suitable for a surfing holiday than transport for a hard day's work.

The solution was to portray the vehicle as a sound professional investment, rather than an extravagance.

The hope was that tradespeople would see the VW Transporter as comparable to any of their professional-standard saws, power tools or wrenches - all items that they paid serious money for without batting an eyelid.

To achieve this, the promotion's key statement was

"Choose your van the way you choose your tools".

Using testimonials from fellow tradespeople and supplying hard information about the comparatively high resale value of the Transporter gave persuasive weight to this argument.

The result was a dramatic (over 400%) increase in test drives and a similar rise in sales.

Creating a new, self-servicing market for medical antiseptic!

Johnson & Johnson are a conventional professional health-care consumables company. At the time we began with them, their admirably large sales resulted from (rather expensive) personal visits from a small army of sales representatives.

But what do you do when a prospect just isn't big enough to support the cost of a sales call? Well, in J&J's case, up until we worked with them, they simply ignored it.

The result was a vast, missed opportunity made up of thousands of tiny, regular sales to doctors' surgeries and small medical centres.

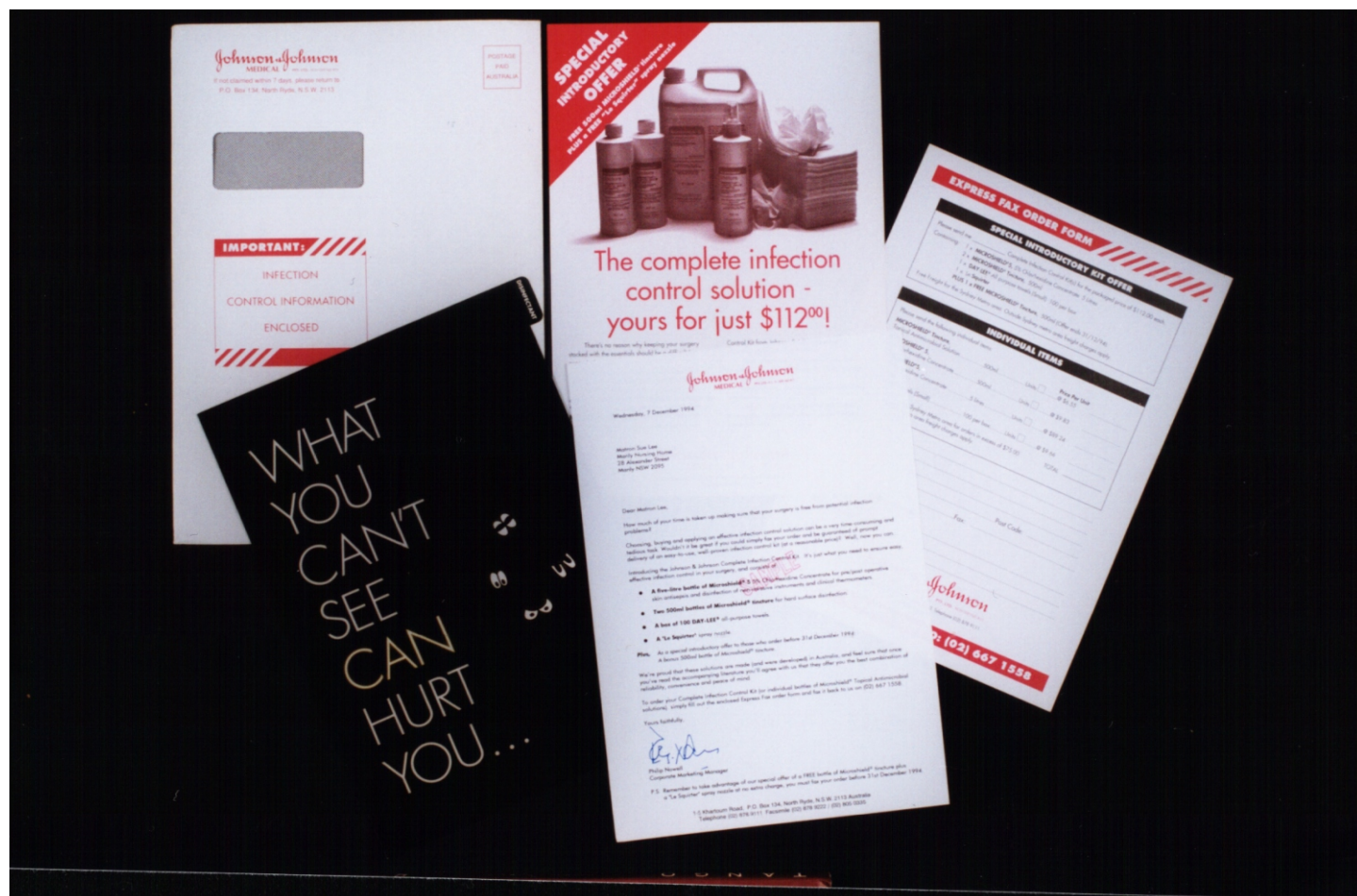
Our solution? Targeted mailings that provided these organisations with the tools to "help themselves" to J & J products.

The combined sales of all these tiny, self-servicing accounts, each faxing in their orders as required grew to exceed a number of J&J's major hospital accounts. All for the cost of an occasional top-up order form mailing (as opposed to expensive personal sales calls).

Until we introduced the antiseptic self-order pack (which was to be followed by similar kits for a number of other product categories), it was apparently quite common for these smaller medical sites to use whatever brand of disinfectant the receptionist happened to pick up at the local supermarket.

For this reason alone, it could be argued that our J&J self-order program contributed greatly to the common good - if only by ensuring that medical-quality antiseptic became readily available for use in this class of medical premises.

Something to think about the next time you lay down on a (now hopefully properly disinfected) doctor's examination couch.



What can we do for you?
Why not give us a call &
find out for yourself.

We're more than happy to provide an obligation-free quote on any project you may be contemplating.

Simply call or send us an e-mail with the details of your project. We might have to call back with a few curly questions in order to properly ascertain the scope of the task, but generally all quotes are returned in a matter of hours.

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