



ONE GREAT CAMPAIGN

Marketers are currently obsessed with incrementalism.

- They are very busy developing "content" that reaches a miniscule percent of consumers.
- They are posting Tweets and Facebook updates that only reach a tiny proportion of the population, all of whom are *already* "fans" of their brand.
- They are buying search terms that reach only the small number of people actively shopping in their category.
- They are creating "native advertising" that realistically has the capacity to reach an insignificant component of the population.

Here's an example. I did some math.

Coca-Cola has almost 100 million Facebook fans. Impressive, right? But they also sell 1.8 billion servings of Coke *a day*. This means that when they post something "organically" (not paid) on Facebook they potentially can reach about .05 of their daily customers.

But a Facebook post *doesn't reach all followers*. It reaches about 2.27% of followers. So, in reality, the largest fraction of their followers they can reach organically is $.05 \times 2.27\%$ which equals about .001. This is not a large number.

But wait, it gets smaller. Among people who are reached, about 11% engage (this is a very charitable estimate which I don't believe for a second, but we're being generous here, right?) So the actual fraction of its daily users that Coke can realistically expect to influence with an unpaid post on Facebook is .0001.

It's hard to get much closer to zero.

One of these days I'm going to write a book called "One Great Campaign." It will be the story of how today's most successful brands were catapulted into that position on the strength of one great advertising campaign somewhere back in their history. It will include:

- FedEx: "When It Absolutely, Positively..."
- Coke: "The Real Thing"
- BMW: "The Ultimate Driving Machine"
- Apple: "Silhouettes"
- VW: "Think Small"
- McDonald's: "You Deserve A Break Today"
- Absolut: "The Bottle"
- Nike: "Just Do It"
- Dos Equis: "The Most Interesting Man..."
- Miller Lite: "Great Taste, Less Filling"

Strangely, it seems that the advertising industry is the industry *most* in need of reminding how to build a brand. We have bought into the fad of incrementalism and have forgotten what made us famous.

In a world in which marketing is ubiquitous, one big idea and one great campaign have more power than ever.

Campaigns Without Taglines

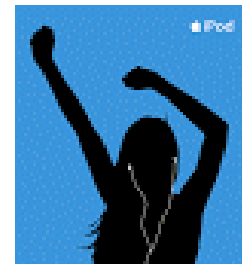
Three of the campaigns I mentioned above had no tagline. iPod "*Silhouettes*," VW "*Think Small*," and the Absolut "*Bottle*."

Not every great campaign needs a tagline.



Why The iPod?

There has been a lot of great Apple advertising. I picked the iPod "*silhouettes*" campaign because before the iPod Apple was a niche-y computer company. The iPod was their first campaign for a mobile device, and mobile devices are what catapulted Apple into being the world's most valuable company. I'm sure there are those who would disagree with this choice.



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