



BIDLACK
CREATIVE GROUP

HOW TO BUILD YOUR OWN

RANDOM IMPROVEMENT GENERATOR

Not quite happy with your communications concept? Try using the Bidlack Random Improvement Generator. Just print out this page, cut, fold, paste, and roll! In an instant you'll have totally random suggestions for your consideration.

(Glue all tabs to the inside of your dice.)

Cut along edges.
Fold between panels.
Glue the three tabs inside.

Toss your dice to come up with a suggestion.
Read the black die first.

BIDLACK CREATIVE GROUP
DESIGN STRATEGY FOR ARTS & EDUCATION

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Communicating with the Black Dog™

You can't see a black dog on a black night. But if it's your dog in the yard, you know he's out there. If you want him to come in, you call him or offer him a dog treat. But you don't know your message worked until the dog appears. Marketing communication is like communicating with the black dog. It's one-way with an unseen audience. Communicating with the black dog is also recognizing your audience is never initially interested in your message. That is, until you reach them with a sincere, relevant approach worthy of return contact. Like a treat. At Bidlack Creative Group, we're experts at Communicating with the Black Dog.