



BIDLACK  
CREATIVE GROUP

# THE FIRST 5 RULES OF COMMUNICATING WITH THE BLACK DOG

	RULE 1	RULE 2	RULE 3	RULE 4	RULE 5
<b>Rule:</b>	SEE THE BIG PICTURE	STAND OUT.	BE BRIEF.	KNOW YOUR NICHE.	MAKE SENSE.
<b>Another Way to State the Rule:</b>	(Make sure you're looking at the whole enchilada.)	(It takes guts to wear polka-dot socks.)		(Become known as the best at something specific.)	(Just because it makes sense to you does not guarantee that it will make sense to others.)
<b>Common Excuse for Breaking the Rule:</b>	"Look, let's just get this done. I know what we need to say."	"Nobody else does it that way."	"I have a lot to say, and all of it is important."	"We do a lot more than just that."	"Anybody who doesn't understand our message is an idiot."
<b>Common Reason for the Excuse:</b>	There's never any time for the "Big Picture" discussion.	Fear of drawing attention.	Failure to grasp Rule 9.	It's really hard to have an out-of-body experience.	Failure to envision the face of the receiving audience.
<b>Example of Rule Properly Executed:</b>	Charles Lindbergh	The Eiffel Tower		Toledo Museum of Art	Raid kills bugs dead.
<b>Why so:</b>	Although he could only see a few miles at a time, he saw the whole ocean.	Paris was brave enough to build something never-before seen.	No misunderstanding, no words needed.	One of the world's finest glass collections.	Raid kills bugs dead.
<b>Example of Rule POORLY Executed:</b>	Two separate departments send out donation requests at the same time to the same audience.	James Bond movies.	<small>WARNING: INHALING THIS BUG SPRAY MAY CAUSE INJURY, BLINDNESS OR DEATH. DO NOT BREATHE VAPORS. USE ONLY IN A WELL-VENTILATED AREA. AVOID CONTACT WITH SKIN. DO NOT SWIM FOR 45 MINUTES AFTER EATING.</small>	K-mart.	"The Mets has come on slow, but fast!" — Casey Stengel
<b>Apply this Test:</b>	Does this _____ help us fulfill our overall goals?	Will people talk about it after they see it?	Which words don't really need to be there?	Ask 20 people who know your organization this question: "What do we do best?"	Would your mother understand it?
<b>Applicable Famous Quote:</b>	"Stand too close, and you won't see the forest for the trees." — Old adage	"It isn't easy being green." — Kermit the Frog	"Brevity is the soul of wit." — Shakespeare	"Marketing is a battle of perceptions, not products." — Ries & Trout	"It requires a very unusual mind to make an analysis of the obvious." — A. N. Whitehead

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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.