



BIDLACK
CREATIVE GROUP

THE SECOND 5 RULES OF COMMUNICATING WITH THE BLACK DOG

	RULE 6	RULE 7	RULE 8	RULE 9	RULE 10
Rule:	ALWAYS APPEAR PROFESSIONAL.	CHOOSE THE BEST MECHANISM.	KNOW YOUR SOUL.	BE VISUALLY CONSISTENT.	REALIZE THAT YOUR AUDIENCE IS NOT INTERESTED IN YOUR MESSAGE.
Another Way to State the Rule:	(Statement to avoid: "It's not important enough to hire a designer".)	(Don't produce an ad when you really need a mailer.)	(Every organization has a soul. Find yours and honor it.)	(You should be recognized with just half a glance.)	(Unless there's something in it for them, they really don't care.)
Common Excuse for Breaking the Rule:	"Look, let's just get this done. I know what we need to say."	"We've always produced a brochure. And anyway... we never advertise."	The organization does not realize it's passionate core.	"Looking exactly the same month after month is really boring."	"We're great, and everybody knows it."
Common Reason for the Excuse:	Failure to see the big picture.	Comfort with tradition.	No time to look inward.	Boredom.	Failure to remember that your audience barely knows you.
Example of Rule Properly Executed:		This chart.	Target Stores Tiffany & Co. Southwest Airlines	 Brown trucks.	"Raid Kills Bugs Dead."
Why so:	Everything anybody sees from FedEx always looks first class.	This chart could have been presented as straight text, but people wouldn't read it.	They know their place and their passion, and are able to communicate it outward.	UPS understands the importance of visual consistency, even though they're sick of brown.	Using only four words, Raid says something that matters to people with bugs.
Example of Rule POORLY Executed:	A school slips an ugly photocopy regarding new registration procedures into their beautiful new catalog.	A national buy to reach farmers in Rhode Island	Most Major Airlines (Can you tell them apart?) The Big Office Supply Stores (Can you tell them apart?)	Vegetables. (Too many shapes, colors and tastes.)	 al-capone-was-a-saint.com
Apply this Test:	If this were the only item our audience would see from us this year, would we send it out this way?	Does our audience really read that paper? (Or that magazine? Or their mail?)	What makes us unique? What are we passionate about? How can we tell the world?	Can a member of our audience recognize us with only a quick glance?	What is our <i>emotive element</i> ?
Applicable Famous Quote:	 "People judge more from appearances than from reality." — <i>After Machiavelli</i>	"I took a cab, but I should've walked." — <i>Molly Dodd</i>	"Only passions, great passions, can elevate the soul." — <i>Diderot</i>	"The key to everything is patience." — <i>Oren Arnold</i>	"People do not pay attention to advertising. They pay attention to things that interest them." — <i>Jay Conrad Levinson</i>

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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.