



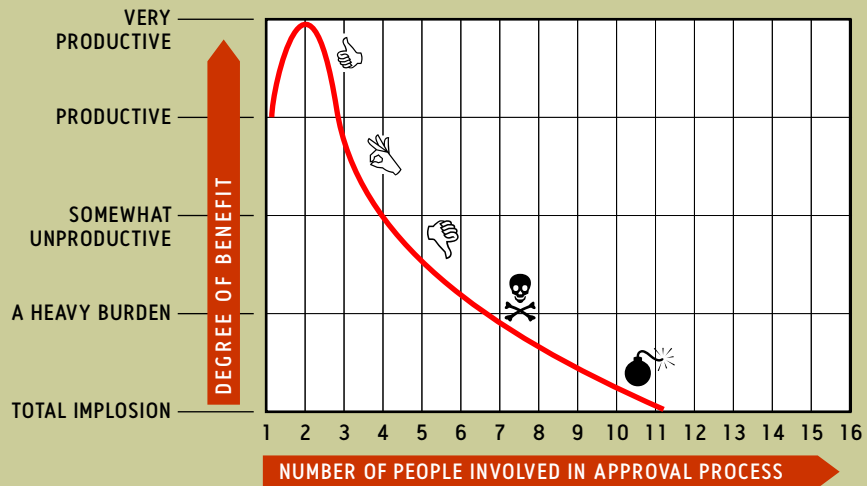
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THE TWO CHARTS OF DOOM

POPULATION CONTROL IN THE MARKETING PROCESS

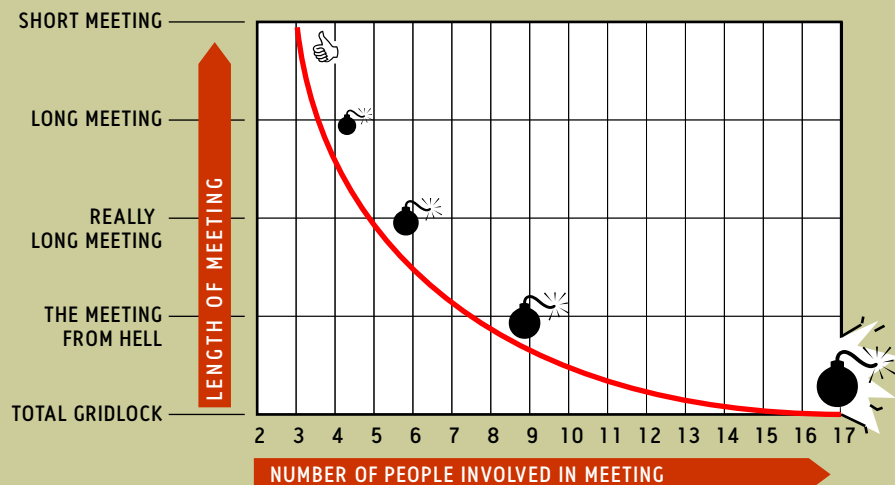
THE OVER-POPULATED APPROVAL PROCESS

The approval process is a time to consider harsh population control. As the number of people involved in approving some or all of a project increases, the ability to get the project finalized and to the printer or elsewhere steadily decreases. Cut from the process anyone who is not critical. (Although never bypass a good proofreader.)



THE LENGTH-OF-MEETING INVERSE GOAL REVERSAL NULLIFICATION PROCESS

This chart demonstrates the dangers involved in allowing too many people into meetings requiring marketing decisions. The length-of-meeting factor is a reminder of other underlying problems. Many times, long meetings result in watered-down decisions, because placation and compromise begin to replace courage, individuality, and bold ideas.



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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.