

A CAMPAIGN IS BORN!

Frank Horsley

You know, an advertising man gets a reputation of living a fast life. . of glamorous secretaries. . wild swinging parties. . flying around the country in Lear jets. . the whole bit. After over twenty years in the agency business I can tell you that if it's true -- I have never seen it. To me the advertising business is a pressure business. When business is going good, then the advertising agency gets little credit - when it's bad, although twenty-eight other things could be wrong, advertising will get the blame.

Everyone has told you how important the housewife is to the marketing of good products. You'd be surprised how many advertising and campaign decisions are made by the client's wife. Many a good slogan has been stopped in the living room instead of the office. The effect of advertising on a man's wife may be more important to him than the reactions of his sales staff. What I'm saying is that the creation of advertising is extremely complex and to get the right combination that will move merchandise and make sales doesn't happen accidentally.

When our agency, Pacific National Advertising, was appointed four months ago as the agency for the Washington State Potato Commission, our first task was to come up with a different image, a different appeal.

Rosser Reaves, Chairman of the Board of Ted Bates Advertising Agency and one of the country's advertising experts, wrote a book about advertising in which he explained that when you advertise for a product you have to find its U. S. P. (unique selling proposition) and you pound this point until when a person thinks of the product, you think of why it's better. Ivory Soap - 99 and 44/100% pure. LSMFT - Lucky Strike Means Fine Tobacco. Olympia Beer - It's The Water. You could name a hundred of them.

When we looked at Washington Potatoes the statistics said that Washington was the fastest growing potato area and that the land was producing bigger yields than other states. Why? Washington has several unique advantages over other states. First Washington has more Gigantic Dams than any other state. What do these dams do other than light up the whole northwest? They capture the pure melted snow water that is used to irrigate Washington Potato farms. The soil. Nowhere in the United States is there as much rich volcanic lava soil perfect for growing potatoes. And the Columbia Basin has perfect growing conditions. . long days, ideal climate and low elevation.

Washington State Potato advertising has been talking about these advantages for years. What we did was combine these into "Potato Country, U. S. A. " This is a natural. No other state can match Washington's advantages. Now

we are taking this new theme and running with it. We're using it in magazine ads. On new display material. On buttons. On Stationery. On Spud Topics. On display booths. And processors and shippers are getting on the band wagon. The more people that push "Potato Country U. S. A." the better results the promotion will bring.

From this theme came the theme of the user of Washington Potatoes. Whether a chef, a housewife, a grocery clerk, whatever, if he knows the advantages of potatoes grown in "Potato Country U. S. A.", then he's a "Potato Expert U. S. A.". Here are some of the new "Potato Expert" ads running currently in restaurant magazines for the first time. No other state is promoting potatoes this way. We think we're on the right track and are going to get a lot of people thinking about Washington State Potatoes from "Potato Country U. S. A."

We've got something else new. This picture is the picture of Chet Drury, our dealer serviceman for Portland and Seattle. He is the retired Sales Manager for Proctor and Gamble for the Northwest. He is a top level man who will be promoting potatoes from "Potato Country U. S. A." at the chain store level. He gets the store to use our banners like these. He gets the buyer and advertising manager of the chain store to advertise and promote Washington Potatoes. We have eleven men like Chet in all the biggest marketing areas. They will cover New York, Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, Minneapolis, St. Louis, and Kansas City, Dallas-Fort Worth-Houston, Los Angeles, San Francisco, Portland and Seattle. Idaho can't match this line-up. And these men live in these markets and have spent their lives selling the chain stores in their marketing area. These are action men. And for the first time we will run color advertising on television plugging any store group if they run an ad in their newspaper on Washington Potatoes. We know if they run an ad they will purchase and sell our potatoes. Our television tells the housewife about Washington Potatoes and where she can find them featured. Our fresh advertising program is built around our dealer servicemen. With them we know our advertising will be effective. If the chain store doesn't advertise Washington Potatoes from "Potato Country U. S. A." then the Washington State Potato Commission won't run television. The dealer serviceman is the quarterback that polices our advertising. These retired men who work only part-time are experts... it should be fun to see the change in our fresh promotion.

But these men will also promote Washington Processed Potatoes. They will call on the most important institutional and restaurant buyers and push the program with them. We want all of them to wear our buttons to become "Potato Experts U. S. A." How many restaurants have you see feature Washington Potatoes on their menus. That's a big job ahead for us.

This year for the first time the Washington Potato Commission will have a booth at the National Restaurant Show. We want to tell the restaurant operator the story of Potato Country U. S. A.

The name of the game is still one thing. Ask a business man the three most important things in his business. He'll tell you to make a profit. . to make a bigger profit. . to make his biggest profit. These programs I've been telling you about have just one simple aim - to get the Washington Potato Grower the price his potatoes deserve - not just equal to other states but a premium for coming from "Potato Country U. S. A. ".