

# DIRECT MARKETING

## Design



**Creativity in Direct Response Advertising**

By The Direct Marketing Creative Guild

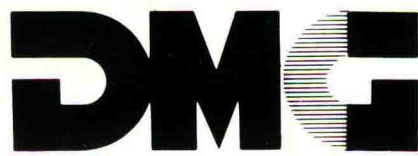
Richard N. Harbert, Editor



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DISTRIBUTOR TO THE BOOK TRADE IN THE UNITED STATES AND CANADA:

**Rizzoli International Publications, Inc.**

597 Fifth Avenue  
New York, NY 10017

DISTRIBUTOR TO THE ART TRADE IN THE UNITED STATES:

**Letraset USA**

40 Eisenhower Drive  
Paramus, NJ 07653

DISTRIBUTOR TO THE ART TRADE IN CANADA:

**Letraset Canada Limited**

555 Alden Road  
Markham, Ontario L3R 3L5, Canada

DISTRIBUTED THROUGHOUT THE REST OF THE WORLD BY:

**Hearst Books International**

105 Madison Avenue  
New York, NY 10016

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PBC INTERNATIONAL, INC.

One School Street  
Glen Cove, NY 11542.

**Library of Congress Cataloging-in-Publication Data**

Direct Marketing 2 : the graphics of direct mail and direct response marketing / by the Direct Marketing Creative Guild.

p. cm.

Includes Indexes.

ISBN 0-86636-061-1 : \$55.00

1. Direct Marketing. 2. Mail-order business. I. Direct Marketing Creative Guild. II. Title. Direct marketing two.

HF5415. 122.D577 1988

658.8'4—dc19

88-17990  
CIP

Color separation, printing and binding by  
**Toppan Printing Co. (H.K.) Ltd. Hong Kong**  
Typography by **RMP Publication Services**

PRINTED IN HONG KONG

10 9 8 7 6 5 4 3 2 1

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UNITED STATES

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# **DIRECT MARKETING**



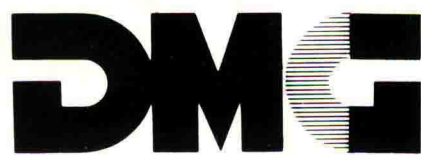
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# Foreword

The book you hold in your hands is a treasury of direct marketing copy and design.

It is a celebration of the best creative work being done in our industry. It is a valuable historical record of current styles, trends, techniques and technology. And it is, above all, a sourcebook.

For a writer or designer, for a promotion manager of direct marketing manager, *Creativity in Direct Response Advertising* offers a vast amount of information and inspiration.

There are thousands of ideas to be found in these pages, ideas that can be translated into exciting new ways of meeting your own direct marketing challenges.

You may see things that have been done that you never knew *could* be done, technically. You may find inspiration in a new medium, a new technology, or a new way of using an established technology.

There is always the possibility of direct adaptation. The format that was effective for a business magazine may be exactly what is needed for a financial marketer.

Beyond that, there is the stimulation of seeing ingenious concepts developed; of looking at fresh, lively design; of reading crisp, clear and compelling copy.

Use this book. Browse through it now and then. Turn to it when you are stalled; for most of us the superb work of others is an effective starter for our creative motors, whether it functions as a goad or a carrot.

## What makes a winner?

The one thing you must beware of, however, is thinking that this book has The Answers. You cannot simply duplicate what someone else has done, no matter how successful it has been, and assume that it will be successful for you.

Furthermore, a Caples Award-winning direct mail package, print ad, collateral piece, catalog or commercial may be an example of excellent creative work—but that does not necessarily mean that it was a winner in the marketplace.

Writers and designers sometimes do splendid work that fails for reasons entirely beyond their control.

Direct marketing campaigns are almost never the work of individuals. Copywriters don't normally choose products or make the list selections; designers don't devise offers, schedule mail drops or handle fulfillment.

In putting together a campaign a dozen or more people may have a hand in making it a winner—or a failure. Good creative is vital to success but even the most brilliant

direct mail package can't sell the wrong product at the wrong price to the wrong people.

One can look at the creative work, however—even that of a failed effort, and say, "I think that was a brilliant idea...an ingenious way of dealing with that situation...an innovative way of meeting that challenge."

## Caples Awards—for individual excellence

There are many awards in our industry that are given to organizations—to teams of creative, marketing and production people—for outstanding direct marketing efforts. These awards are based in large part on proven superior results.

The John Caples Award, from the Direct Marketing Creative Guild, is the only accolade given to *individuals* who, in the opinion of the judges, have found successful creative solutions to direct marketing problems.

For direct marketing creative professionals inclusion in this book is a distinct honor, reflecting the admiration of their peers.

There is much to admire in *Creativity in Direct Response Advertising*, much to learn from, and much to enjoy. Enjoy it!

Shan Ellentuck *President*  
Direct Marketing Creative Guild



# Introduction

The John Caples Awards program celebrated its tenth anniversary in 1987 with far and away the largest number of entries it had ever received and record-breaking attendance at its gala awards luncheon in New York.

Given in recognition of individual creative excellence in direct response advertising, a Caples Award is the highest honor a copywriter or art director can achieve for direct marketing creativity. Named for a true pioneer in the field of direct marketing, each year's Caples Award winners are responsible for the best direct response creative work to be found anywhere.

This book presents a collection of selected finalists and winners from the 8th, 9th, and 10th Annual John Caples Awards, and we hope you enjoy it. But first, take note of the winners from those three programs, recognized on the roster below. It is their determined pursuit of the targeted brilliance exemplified by the work of John Caples himself that is the foundation of the entire Caples Awards program.

## **The Maxwell Sackheim Award**

Initiated in 1983 to honor the memory of Maxwell Sackheim, another legendary direct marketing pioneer and innovator, each recipient of this award is specially selected by the board of directors of both The Direct Marketing Creative Guild and The John Caples Awards. The Maxwell

Sackheim Award recognizes genuine marketplace innovation in the direct response industry, and is not presented every year. Only three times have winners of The Maxwell Sackheim Award been chosen.

### *THE 10th ANNUAL JOHN CAPLES AWARDS' MAXWELL SACKHEIM AWARD*

Leo Yochim

### *THE 9th ANNUAL JOHN CAPLES AWARDS' MAXWELL SACKHEIM AWARD*

Richard Armstrong

### *THE 6th ANNUAL JOHN CAPLES AWARDS' MAXWELL SACKHEIM AWARD*

Rod Kilpatrick  
Julie Vanatta

## **The Irving Wunderman Award**

Established in 1987 and endowed by celebrated direct marketers Irving and Lester Wunderman, this award honors a single individual who, for a decade or more, has combined the highest levels of talent, imagination, curiosity and human insight into a unique body of creative work. The winner of the first Irving Wunderman Award was Tom Collins, a renowned copywriter and creative director responsible for many creative breakthroughs during his illustrious career.

### *THE 10th ANNUAL JOHN CAPLES AWARDS' IRVING WUNDERMAN AWARD*

Tom Collins



*Consumer Direct Mail*  
10th ANNUAL JOHN CAPLES AWARDS

**1st Prize**

**Copy:** Sue Lewytsky, Norma Friedman, Suzanne Prince  
**Art Direction:** Carol Dronsfield  
**Agency:** Wunderman Worldwide  
**Client:** American Express

**2nd Prize**

**Copy:** Fred Vallejo  
**Art Direction:** Robin Bray  
**Agency:** Time-Life Books In-House  
**Client:** Time-Life Books

**3rd Prize**

**Copy:** Jim Punkre  
**Art Direction:** Mike Sincavage  
**Agency:** Brainstorms, Inc.  
**Client:** Rodale Press, Inc.

**Honorable Mention**

**Copy:** Charles F. Herrmann  
**Art Direction:** Pamela F. Miller  
**Agency:** National Geographic In-House  
**Client:** National Geographic Society

*Business Direct Mail*  
10th ANNUAL JOHN CAPLES AWARDS

**1st Prize**

**Copy:** Rick Peterson  
**Art Direction:** John Engerman  
**Agency:** Sharp Hartwig  
**Client:** Airborne Express

**2nd Prize**

**Copy:** Virg Viner  
**Art Direction:** Cyndee Lamb  
**Agency:** Children's Magazine Guide In-House  
**Client:** Children's Magazine Guide

**3rd Prize**

**Copy:** Samuel Kirshenbaum  
**Art Direction:** Timothy Claffey  
**Agency:** Bozell, Jacobs, Kenyon & Eckhardt Direct/Chicago  
**Client:** Wolverine Boots & Shoes

**Honorable Mention**

**Copy:** Suzie Becker  
**Art Direction:** Jory Mason  
**Agency:** HMBM/Creamer Direct  
**Client:** Reebok

*Consumer Direct Mail*  
9th ANNUAL JOHN CAPLES AWARDS

**1st Prize**

**Copy:** Richard Armstrong  
**Art Direction:** Barbara Green, Adrianna Barbieri  
**Agency:** The Oram Group  
**Client:** The Center for Environmental Education

**2nd Prize**

**Copy:** Katie Hartley-Urquhart  
**Art Direction:** Roy Sexton  
**Agency:** Tracey-Locke Direct  
**Client:** Princess Cruises

**3rd Prize**

**Copy:** Dianne Edlemann  
**Art Direction:** Judy McCabe Smith  
**Agency:** Ogilvy & Mather Direct  
**Client:** The Atlanta Ballet

*Honorable Mention*

**Copy:** Sam Kirshenbaum  
**Art Direction:** Tim Claffey  
**Agency:** Bozell, Jacobs, Kenyon & Eckhardt Direct  
**Client:** Mundelein College

*Business Direct Mail*  
9th ANNUAL JOHN CAPLES AWARDS

**1st Prize**

**Copy:** Martha Westerman, Tom McNear  
**Art Direction:** Bill Sowder  
**Agency:** Kaiser Kuhn Bennett Inc.  
**Client:** Health & Tennis Corp. of America

**2nd Prize**

**Copy:** Ellen Labb, Michael Fortuna  
**Art Direction:** Jim Clattenburg, Keith Lane  
**Agency:** Emerson Lane Fortuna  
**Client:** Nantucket Inn at Nobadeer

**3rd Prize**

**Copy:** Raymond P. Clark  
**Art Direction:** Rick Strode, Peter Simon  
**Agency:** BDM Group, Inc.  
**Client:** Digital Equipment Corp.

*Honorable Mention*

**Copy:** Betsy Sloan Thomas, Larilee Frazier  
**Art Direction:** Judi Kolstad, Bob Cesiro  
**Agency:** Ogilvy & Mather Direct  
**Client:** AT&T Public Communications

*Consumer Direct Mail*  
8th ANNUAL JOHN CAPLES AWARDS

**1st Prize**

**Copy:** Peter Blau  
**Art Direction:** Richard Koranda  
**Agency:** Barry Blau & Partners, Inc.  
**Client:** Citicorp Diners Club

**2nd Prize**

**Copy:** Sheila Stogol  
**Art Direction:** Randy Howell  
**Agency:** Kobs & Brady Adv.  
**Client:** Western Publishing Co.

**3rd Prize**

**Copy:** George Mercer, Ruth Harris  
**Art Direction:** Emelyn Albert  
**Agency:** The DR Group Inc.  
**Client:** Needham Harper Worldwide  
The Bank of Boston

**3rd Prize**

**Copy:** Nancy Cressler  
**Art Direction:** Gerry Ulrich, Barry Underhill  
**Agency:** Keller Crescent  
**Client:** Evansville Dance Theatre

*Honorable Mention*

**Copy:** Emily Soell  
**Art Direction:** Jim Pastena  
**Agency:** Rapp & Collins, Inc.  
**Client:** Conde Nast Publications

*Honorable Mention*

**Copy:** Martin Tarratt  
**Art Direction:** Kathleen Tresnak  
**Agency:** Time-Life Books In-House  
**Client:** Time-Life Books

*Honorable  
Mention*

**Copy:** George T. Mercer  
**Art Direction:** Russ Cevoli  
**Agency:** The DR Group Inc.  
Needham Harper  
Worldwide  
**Client:** The Bank of Boston

*Business Direct Mail*

*8th ANNUAL JOHN CAPLES AWARDS*

*1st Prize*

**Copy:** John Moon  
**Art Direction:** Betsy Kitslaar  
**Agency:** Campbell-Mithun  
Advertising  
**Client:** 3M

*1st Prize*

**Copy:** Arthur Mitchell  
**Art Direction:** Peter Barnes  
**Agency:** W. B. Doner & Co.,  
Advertising  
**Client:** The Lee Company/V-F  
Jeans

*2nd Prize*

**Copy:** Laurie Shainwald  
**Art Direction:** Robert Armstrong  
**Agency:** Flair Communications  
**Client:** North American Phillips

*3rd Prize*

**Copy:** Edwin Roche  
**Art Direction:** Angelo Sannasardo  
**Agency:** Marquardt & Roche Inc.  
**Client:** IBM Instruments Inc.

*Honorable  
Mention*

**Copy:** Randall Lorimor  
**Art Direction:** Gail Dobbins  
**Agency:** Robert Nichols &  
Associates  
**Client:** A.E. Staley Mfg. Co.

*Consumer Print*

*10th ANNUAL JOHN CAPLES AWARDS*

*1st Prize*

**Copy:** Joyce Lapin  
**Art Direction:** Carol Dronsfield  
**Agency:** Wunderman Worldwide  
**Client:** CBS Video Libraries

*2nd Prize*

**Copy:** Jeff Ostroth, Ralph  
Westerhoff  
**Art Direction:** Derek Karsanidi  
**Agency:** Kobs & Brady Adv.  
**Client:** Foster Parents Plan

*2nd Prize*

**Copy:** Randy Haunfelder  
**Art Direction:** Andy Greenaway  
**Agency:** Ogilvy & Mather Direct  
**Client:** Magnet

*3rd Prize*

**Copy:** Don Rudnick  
**Art Direction:** Holly Pavlika  
**Agency:** McCann Direct  
**Client:** American Express Gold  
Card

*Honorable  
Mention*

**Copy:** Don Rudnick  
**Art Direction:** Holly Pavlika  
**Agency:** McCann Direct  
**Client:** American Express Gold  
Card

*Business Print*

*10th ANNUAL JOHN CAPLES AWARDS*

*1st Prize*

**Copy:** Patricia Gannon  
**Art Direction:** Lorraine Shaw  
**Agency:** Bozell Jacobs Kenyon &  
Eckhardt Direct/Dallas  
**Client:** American Airlines Freight

*2nd Prize*

**Copy:** Fred Wood  
**Art Direction:** Sheldon Shacket  
**Agency:** Cohen & Greenbaum  
**Client:** Kemper Financial Services

*Honorable  
Mention*

**Copy:** Maureen Moore  
**Art Direction:** Bob Meagher  
**Agency:** Cramer-Krasselt/Chicago  
**Client:** Citicorp Services Inc.

*Honorable  
Mention*

**Copy:** Alan Rosenspan  
**Art Direction:** Lysle Wickersham  
**Agency:** Ingalls, Quinn & Johnson  
**Client:** Sigma Design, Inc.

*Consumer Print*

*9th ANNUAL JOHN CAPLES AWARDS*

*1st Prize*

**Copy:** George Watts, Bill Hemp  
**Art Direction:** Tricia Bradley, Ellen  
Ferguson  
**Agency:** Young & Rubicam/Burson-  
Marsteller  
**Client:** Metropolitan Life

*2nd Prize*

**Copy:** Jim Jenkins  
**Art Direction:** Walter Halucha  
**Agency:** Wunderman, Ricotta &  
Kline  
**Client:** Johnson & Johnson Child  
Development Toys

*3rd Prize*

**Copy:** Joan Helfman  
**Art Direction:** Tom Miano  
**Agency:** Ogilvy & Mather Direct  
**Client:** Direct Marketing  
Association

*Business Print*

*9th ANNUAL JOHN CAPLES AWARDS*

*3rd Prize*

**Copy:** Brown Hagood, Paul Levett  
**Art Direction:** Vincent Picardi, Mal Karlin  
**Agency:** Lowe Marschalk, Inc.  
**Client:** Xerox Corp.

*Honorable  
Mention*

**Copy:** Paul Levett  
**Art Direction:** Mal Karlin  
**Agency:** Lowe Marschalk, Inc.  
**Client:** Xerox Direct Marketing Div.  
of Xerox Corp.

*Honorable  
Mention*

**Copy:** Chuck Culver  
**Art Direction:** Pam Levinson  
**Agency:** Solem, Loeb & Associates  
**Client:** Asian Yellow Pages

The complete listing of the John Caples Award  
Winners continues on page 246.



# Chapter 1

