

Clockstudio Newsletter

Monthly News

Hello!

Welcome to 2009 and Clock's first newsletter of the year! I hope you had a fantastic Christmas break and have come back to work refreshed, with optimism for a great year - with no mention of the dreaded 'R' word...!

Just before Christmas I got the chance to go to a presentation about Irn-Bru - it was held by their marketing agency and gave an insight into the product and how they market it. I'm always on the lookout for potential newsletter topics and thought this fitted the bill perfectly.



Masters of Marketing

There can't be many products that have a unique blend of 32 ingredients, that only two people in the world know. A taste so precious that the chairman, Robin Barr, and he alone, blends the unique combination that can be savoured in every sip.

The Leith Agency have been the marketing agency for Irn-Bru for nearly a decade and have managed to create campaigns that consistently get talked about.

Even if you don't drink Irn-Bru, (and I didn't before moving to Scotland!) I'm sure you'll be familiar with the bright orange drink and its orange and blue design. I won't jump on my 'branding' soap box again, but its an exceptionally strong brand due to the colours the consistency of its marketing.

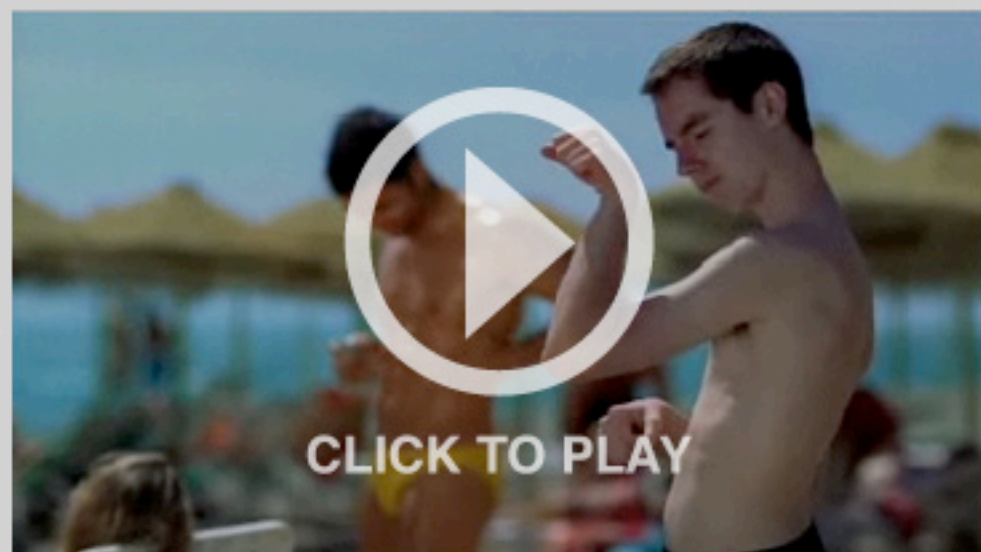
There are many Irn-Bru adverts and poster campaigns, all of which emphasis the colours and the message to its target audience. The Leith Agency make sure they regularly stop and take stock, to ensure that Irn-Bru marketing is still promoting the right message and that its targeting the right people. In any business, over time, its all too easy to lose direction and sight of your original goals. We can all learn from this 'stop and check' methodology.

Part of the presentation included a sneaky look at adverts that were deemed too risqué and never made it to print, a few are below:



We also got to see the making of the 'Snowman' advert; based on Raymond Briggs' infamous animation of a snowman that takes a boy flying. The Irn-Bru version flies over many Scottish landmarks and the sound track tells the story of a boy who won't share his Irn-Bru with the snowman. Well worth watching!

A newer advert called 'If' is based on Rudyard Kipling's poem. With a Scottish theme, it celebrates in a humorous manner why we deserve Irn-Bru. Again, well worth a look!



So, now I've whetted your appetite for the orange stuff, why not grab a can to have with your lunch?! Oh, and check out their fantastic branding whilst you're there...

And if you feel like you might need to stop and check that you're marketing is going in the right direction give me a call!

Lastly...

It's been fantastic to be working with Isis Concepts again - a client that had been quiet for over 3 years. When James at Isis received my monthly newsletter it prompted him to get in touch. I've just designed a 12 page exhibition brochure for them - which shows keeping in regular contact does work and doesn't have to cost you a fortune. Thanks James, you're a dream to work with!

...and of course a couple of quotes:

I don't think I'll get married again. I'll just find a woman I don't like and give her a house.

Lewis Grizzard

To get something done, a committee should consist of no more than three people, two of whom are absent.

Robert Copeland

All anybody needs to know about prizes is that Mozart never won one.

Henry Mitchell

Have a great month!

Clare Lock
Clockstudio