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BCYCNA presents seminar to federal government communications personnel

The BCYCNA presented a seminar on November 18th called "*Connecting with your Community Media*" to federal government communications managers and directors. Seminar topics included:

- What community newspapers are all about
- ComBase: the age of community newspapers
- Controlling your message: advertising in community papers
- Editorial: working with community papers to cover your story



Tim Shoults, *Squamish Chief* and Andrew Holota, *Surrey Leader*

There were over 30 senior communications staff in attendance from the federal government. Feedback from Communication Canada personnel, who assisted in organizing the event, has been very positive.



George Affleck, *BCYCNA*

The BCYCNA would like to thank Peter Kvarnstrom, *Vice President*, Madison Publishing; Elena Dunn, *President*, ComBase; Andrew Holota, *Editor*, The Surrey Leader; and Tim Shoults, *Publisher/Editor*, Squamish Chief, for their assistance in facilitating the seminar.



New Advertising Rules for Liquor Licensees

What community newspaper advertising departments need to know.

The Minister of Public Safety and Solicitor General recently updated their rules for advertising liquor and spirits.

Currently, liquor licensees, including bars, pubs, restaurants, licensee retail stores, wineries, breweries and distilleries, are allowed to advertise their product(s) in community newspapers.

Advertising departments should note the following changes to the rules and regulations regarding what they may and may not publish in their papers.

Advertisements **may** include:

- Liquor products, including:
 - o For bars and restaurants, the kind of liquor (martinis or domestic or imported wines, for example) and/or specific liquor brands and manufactures they offer;
 - o For wineries, breweries and distilleries, where their products may be found (at a particular liquor store or restaurant for example);

- Liquor prices, including specials;
- Hours of sale; and
- Featured entertainment or food.

Advertisements **may not**:

- Encourage people to drink liquor or to drink irresponsibly (ads that mention price must take this into account; if a licensee's price advertising encourages or results in patrons drinking to excess, the Liquor Control and Licensing Branch can prevent the licensee from including liquor prices in future advertising);
- Show people drinking liquor, or anyone who is either intoxicated or behaving irresponsibly or illegally;
- Associate liquor with driving;
- Be directed at minors or placed in locations used or visited mostly by minors, such as video arcades and playgrounds; or
- Be directed at minors or placed in locations used or visited mostly by minors, such as video arcades and playgrounds; or
- Depict liquor as:
 - o One of life's necessities,

- o A key to social acceptance or personal success,
- o Central to the enjoyment of an activity, or
- o A status symbol.

In addition:

- Ads for bars and winery lounges **may not** use pictures of minors (in BC, that's anyone under the age of 19), or of personalities, images or activities that may appeal to minors;
- Ads for bars, winery lounges and restaurants **may not** show people with liquor, unless the people have food in front of them;
- Ads for restaurants **must** make clear that serving food is the restaurant's primary purpose; and
- Ads for companies that make beer, wine or spirits **may** name a liquor store, bar or restaurant where the product is sold.

For more information, please contact:

**Liquor Control and
Licensing Branch**

Tel: 250-387-1254 in Victoria

Toll-free: 1-866-209-2111

Email: lclb.lclb@gems4.gov.bc.ca



Stand out with call-outs

by John Foust
Raleigh, NC

Looking for a way to make a product stand out on the page?

Consider one of most effective – but seldom used – techniques in the advertising toolbox: the call-out. Call-outs can be defined as small blocks of copy which are floated around a picture of a product. Each call-out describes a feature of the product and is typically connected to that feature by a thin line.

Call-outs remind me of a luggage ad I once encountered in an airline's in-flight magazine. No doubt, I was smack dab in the middle of that luggage manufacturer's designated target audience, because I had just packed for a business trip – and as a result, was painfully aware of the shortcomings of my own suitcase. In studying the ad, I found myself visualizing how easily the contents of my suitcase would fit in the advertised bag. And I couldn't help but wonder how I had made it through so many trips with my dumb, old, obsolete luggage.

I was sold. As soon as I returned from the trip, I took the ad to a luggage store, asked to see that specific model and bought it on the spot.

An automotive supplier once ran a campaign which used call-outs to highlight human qualities. Each ad featured a single picture and a single call-out. One ad featured a picture of an employee, with a line drawn from the person's ear to a copy block emphasizing the fact that the company listens to customers. Another ad featured a team member's smile, with a call-out describing their philosophy of helping customers cheerfully. I don't know what the campaign did for the company's bottom line, but I do know that the ads humanized a corporate entity and presented a caring image to their audience.

These examples demonstrate three important facts about call-outs. Let's take a closer look:

First, use photography. Although photos can be retouched and modified, they are more believable than drawings. When a photograph appears on the printed page, readers get a sense of authenticity.

Imagine a pen and ink rendering in the luggage ad. Or oil portraits in the people-campaign. As they say in the movies, *fuhgetaboutit*.

Second, focus on specific features and benefits. There's no need to discuss every little feature. Narrow your focus to those which are most relevant to your audience – and be sure to tie each feature to a benefit.

Remember, people don't buy features. They buy benefits. They don't buy what a product has. They buy what that product does for them.

Third, have a central theme. Every call-out in the luggage ad helped readers form one simple conclusion: "This is one practical suitcase." And each message in the series of auto ads sold one simple idea: "We care about you."

So whether you use five call-outs...or ten...or just one, the question to ask is: "What one point do I want to make?"

Then aim everything in that direction.

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John Foust conducts on-site advertising training for newspapers, associations and advertisers. His "Basics of Layout and Copy" video is being used by newspapers from coast to coast. For information, contact: John Foust, PO Box 97606, Raleigh, NC 27624 USA, E-mail: jfoust@mindspring.com, Phone 919-848-2401.



Marketing Tip: Advertising Tag Lines

In this global age, in the 500-channel universe, it is easy for your advertising message to get lost. Consumers are bombarded daily by radio, TV, print, billboard, and web advertising. It's easy to get lost.

So what is the solution to get your message across?

There are many differing opinions out there, but today, more and more companies are focusing their efforts on creating an advertising tag line.

So what is a tag line? It's a horthand version of your company's key message.

A tag line can offer constant reinforcement of your brand, product and image. A good tag line is memorable and promotes a positive feeling about your organization. It enables the consumer to connect the company to its products or services without seeing a commercial or print advertising.

The major challenge of creating a successful tag line is to convey a company's message and strategy in a few carefully chosen words. Done successfully, a tag line can reduce marketing and advertising costs in the long run.

Whose tag line is it?

See which ones you can identify:

1. Zoom, Zoom.
2. For confidence on any road.
3. That was easy!
4. The future is friendly.
5. It tastes awful, but it works.
6. My community, my newspaper.
7. Freedom 55.
8. Makes anything possible.
9. Imagination at work.
10. Your potential. Our passion.

Answers:

1) Mazda, 2) Volvo, 3) Staples, 4) Telus, 5) Buckley's, 6) BCYCNA, 7) London Life Insurance, 8) Craftsman, 9) General Electric, 10) Microsoft.

BCYCNA Update

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