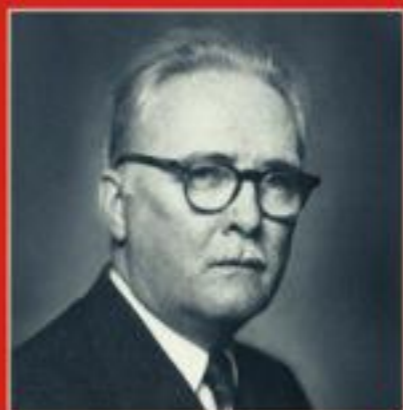


“Only dead fish  
swim with  
the flow.”



— Jack Doom

Reclame is pas reclame als het opvalt. Geen opvallen om het opvallen zelf. Maar relevant opvallen, zoals we dat bij Doom&Dickson noemen. In de grote communicatiestroom die op

het publiek afkomt, moet je als merk je eigen plek zien te bepalen. Want voor je het weet word je door die stroom meegenomen. Dan is er geen consument meer die je er nog uit kan vissen.



**FBTO**

**VPRO**



**alex.**

**DE AMERSFOORTSE**



**GROENLINKS**



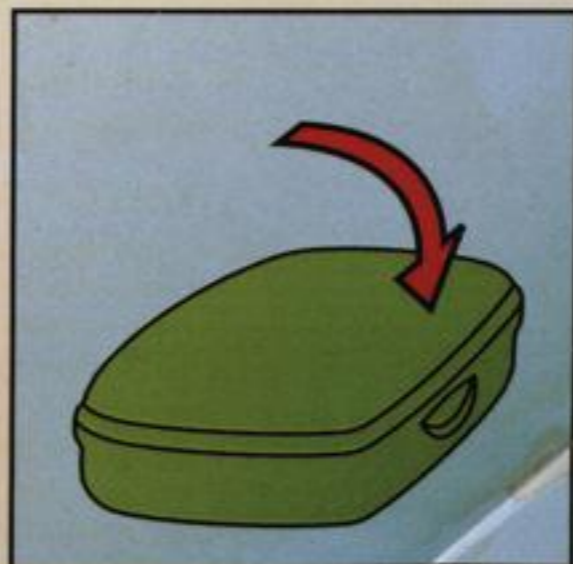
**Gall & Gall**  
**wehkamp**



van A naar Beter

# SAFETY ON BOARD

Samsonite  
WORLDPROOF



SAMSONITE. STRENGTH YOU CAN RELY ON.

**Unless your advertising  
contains a big idea,  
it will pass like a ship  
in the night.**

— David Ogilvy

**1.**

**When you make a  
choice, you change  
the future.**

— Deepak Chopra

W

W

W

W

W

W

W

"Positionering"

"Promise"

"USP"

"value proposition"

"Belofte"

"offer"



**Be narrow. It's much better to mean a great deal to a few people than next to nothing to a huge amount of people.**

— David Heatt

Hiut Denim Co. & Do Lectures



**2.**

**Don't sell the steak,  
sell the sizzle.**

— Elmer Wheeler



# Picks up five times more women than a Lamborghini.



Forget your Italian racers. This little babe-magnet is the Daihatsu Hijet MPV. Don't laugh. It packs in six comfortable seats, (or of them reclining). A five speed gear box. Two sun roofs for when things get hot. And even a 3 year/60,000 mile warranty (guaranteed staying power. But what really makes the Hijet MPV so attractive? The £167,503 change from a Lamborghini course. Our price is just £8,497 on the road. For more information call us on 0800 521 700. **THE HIJET MPV.**

**NO-NONSENSE VEHICLES.**

For information on the Daihatsu Hijet MPV call free on 0800 521 700, or visit the website at [daihatsu.co.uk](http://daihatsu.co.uk). Daihatsu Information Services, FREEPOST 506, Sandwich, Kent CT10 9PH.

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DAIHATSU





**POKON**  
SINERJIS BERSAMA-SAMA



For the little things you'll forget

Buy bookshelf!  
Buy bookshelf!  
Buy bookshelf!  
Buy bookshelf!  
Buy bookshelf!



Super Sticky Notes

# Taxi bedrijf X





# Avis is only No.2 in rent a cars. So why go with us?



We try damned hard.  
(When you're not the biggest,  
you have to.)

We just can't afford dirty ash-  
trays. Or half-empty gas tanks. Or  
worn wipers. Or unwashed cars.  
Or low tires. Or anything less than

seat-adjusters that adjust. Heaters that heat. Defrost-  
ers that defrost.

Obviously, the thing we try hardest for is just to be  
nice. To start you out right with a new car, like a lively,  
super-torque Ford, and a pleasant smile. To know, say,  
where you get a good pastrami sandwich in Duluth.

Why?

Because we can't afford to take you for granted.

Go with us next time.

The line at our counter is shorter.

© 1981 AVIS, INC.

# When you're only No.2, you try harder. Or else.



Avis can't afford to relax.

Little fish have to keep moving all of  
the time. The big ones never stop picking  
on them.

Avis knows all about the problems of  
little fish.

We're only No.2 in rent a cars. We'd be  
swallowed up if we didn't try harder.

There's no rest for us.

We're always emptying ashtrays. Making sure gas tanks  
are full before we rent our cars. Seeing that the batteries  
are full of life. Checking our windshield wipers.

And the cars we rent out can't be anything less than  
lively new super-torque Fords.

And since we're not the big fish, you won't feel like a  
sardine when you come to our counter.

We're not jammed with customers.

## **AVIS. We try harder.**



**“What’s in it for me?”**

**Mijn product doet  
[x] zodat jij kan [y]**

x = feature, y = benefit

# The copyblogger way.

## Hoe Je *Echte* Beloftes Kan Vinden

1. Maak een lijst van **alle** features van je product of service
2. Vraag jezelf af **waarom** iedere feature er überhaupt is
3. Neem die "waarom" en vraag "**hoe**" dit aansluit bij de wensen van je klanten
4. Ga tot de kern van "what's in it" voor je klant op een **emotioneel** niveau

— Sonia Simone

**3.**

**Dramatize the  
ordinary.**

— Bill Bernbach

**Amstel**

**Fruitjoy**

**Mercedes-Benz**

**Hornbach**



**Even  
Apeldoorn  
bellen.**



**Centraal Beheer**

**055-79 80 00**



Nike Air cushioning is offered in many Nike footwear styles.

The cushioning is made up of pressurized air inside a tough yet flexible bag. When you move on it, the cushioning compresses to lower the force of impact. It then immediately recovers its original shape and volume.

Nike Air cushioning technology is specialized for the specific needs of the sport, the athlete's size, terrain, distance covered, speed and direction of movement.

Nike Air is a lightweight, versatile and durable cushioning.

Lightweight: Nike Air systems are lighter per unit volume than many other midsole cushioning systems on the market today. A lighter shoe means less energy exerted by the athlete during performance.

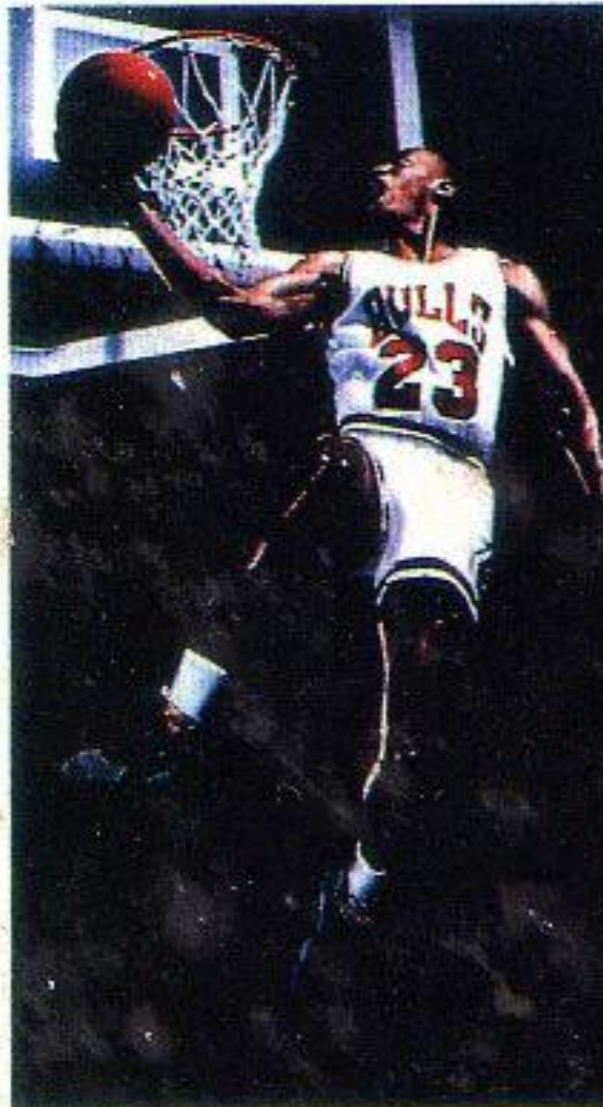
Versatile: Different sports require different performance characteristics. Nike Air is engineered to meet the specific needs of the sport or athlete.

Durable: Nike Air cushioning keeps its shape throughout the life of the shoe.

Targeted cushioning: The pressurized, compressible Nike Air chambers are engineered for different usages, depending on the sport, terrain, size of athlete etc. You can get Nike Air cushioning in the heel, forefoot or both locations.

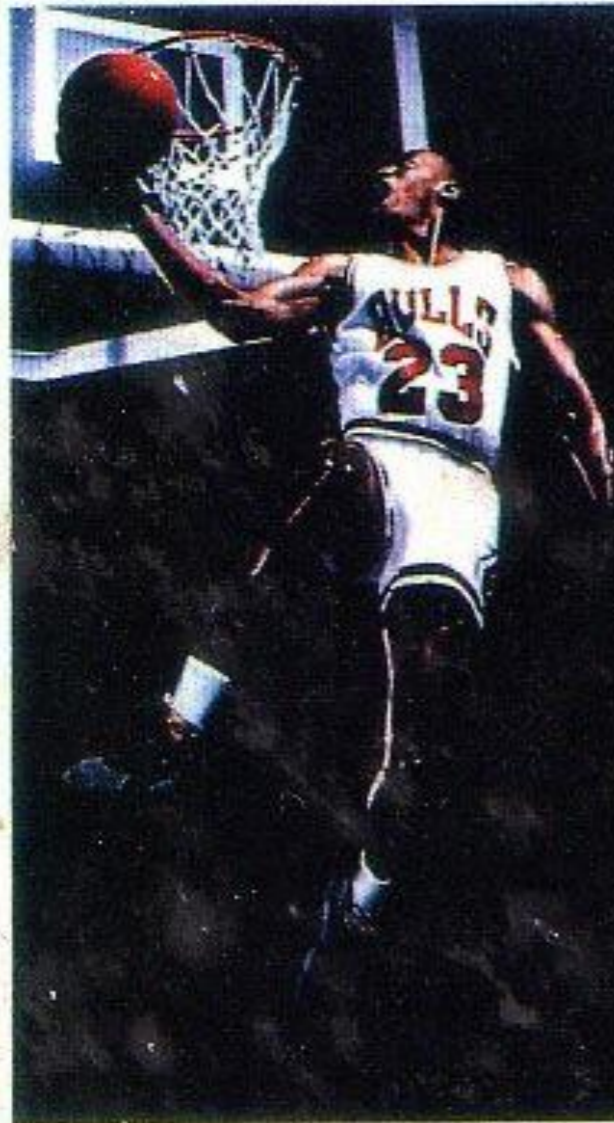
*our shoes  
make you  
jump higher!*





**OUR SHOES MAKE  
YOU JUMP HIGHER**





**MICHAEL JORDAN 1**  
**ISAAC NEWTON 0**



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contains a big idea,  
it will pass like a ship  
in the night.**

— David Ogilvy

**[www.linkedin.com/in/arjanvanwoensel](http://www.linkedin.com/in/arjanvanwoensel)**