

CSO, for example

**“There has been
little change in the
centuries between
town crier and
e-commerce”**

However drastically the media has changed, advertising is timeless. In the past, 'live' used to mean a cry on the streets when fresh vegetables were on sale at market. Now we convince our virtual customers with on-line arguments. Commercial breaks are often announced with the words "and now for some messages".

Commerce is in fact all about messages. How captivating your story is, how stimulating your arguments are, how convincing you can be in persuading a target group into action.

There are always a few natural talents among business owners who believe they know exactly how to do that. But most would rather place their trust in the knowledge, experience and creativity that an advertising agency can offer. An advertising agency like **CSO**, for example.

“Those who fail to understand their client, are not worthy of serving their client”

Advertising belongs to the business services sector. It's not just about art for art's sake, but satisfying the client's wishes. That's why you must be able to listen. Understand what the client is trying to sell, comprehend what the marketing objectives are. This can't be done by being a subservient 'yes' man, but by engaging in respectful dialogue. Like a sparring partner, who knows he's working for a future champion.

Only then can you translate a strategic plan into communication objectives. Only then can you get to grips with the constructive and creative side, and become the messenger of a convincing proposition, formulated by the client in close discussion with the agency. An advertising agency like **CSO**, for example.

**“Why keep
looking for half
of the money that
you’ve wasted”**

Advertising spending runs into the billions. It's only natural that there's been a great deal of research into finding out what can be expected from it. Unfortunately, the same old saying is true: "half the money you spend on advertising is wasted, and the trouble is, you don't know which half". That's just fine. But even then, let's take a look at the positive side.

Let's look at what the half that doesn't go to waste can do for you. Think of the brand recognition that can be built up. Or the kind of response it can generate. Or the reputation it can establish. It's quite clear: even with one half of the budget, creative use of advertising can be extraordinarily effective. A good advertising agency will be pleased to demonstrate this. An advertising agency like **CSO**, for example.

**“No successful
advertising
campaigns have
ever resulted from
a lack of daring”**

When is an advert effective? When is a campaign successful? When it surprises, provokes, arouses sympathy, convinces, stimulates discussion, etc. And how do you make sure that happens? By giving a company or a brand a personality, and not being afraid to make that personality different. A personality that behaves just like real people can behave: humorously or totally serious, bold or meek, formal or even non-conformist. But it shouldn't be one thing today, another thing tomorrow. It should not change colour like a chameleon. A personality must dare to be explicitly distinct. Only then can you convince, gain respect, and earn the favour of your customers. It sounds so obvious: you must be daring to be truly successful. Clients should bear that in mind when they're surprised by an unexpected or even daring creative concept, conceived and shaped by an advertising agency like **CSO**, for example.

**“Good ideas
don’t just fall
out of the sky”**

Whether it's about company names, brands, campaigns or promotions, good ideas do not happen by themselves. Time is needed to search for the essence of what there actually is to 'say', with or without words, in letters or images, or both. And that's not something that can happen overnight. A thought process is required. Time is needed to explore several approaches. Time for you to be led by your associations, time to test out how ideas can be employed in terms of media and creative development. That's why, besides whimsical talent, a healthy dose of pragmatism and experience is also needed. Qualities that a good agency will have in-house, a good advertising agency like **CSO**, for example.

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