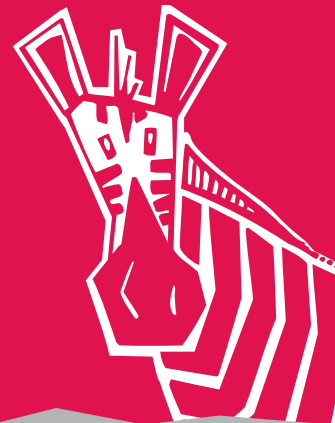


“He who wants to persuade should put his trust not in the right argument, but in the right word.” –

author Joseph Conrad.

RED PUBLICITY



EDITION 13 - JUNE/JULY 2010

BEHIND THE RED CURTAIN - BUILDING RELATIONSHIPS THROUGH AN ARTFUL EXPERIENCE



At Red Publicity, we strongly believe that publicity isn't just about column centimetres – it's about forging positive relationships between your brand and its customers or stakeholders. What this looks like can take many different forms.

When it comes to selling Maritimo long-range luxury motoryachts, this level of thinking is imperative.

By understanding how potential boat owners think, we know it's unlikely they'll rush out on impulse to buy a million dollar boat after reading a newspaper article (as can work wonderfully for more attainable items). But to involve them in the lifestyle afforded by owning a boat, that is another 'story'. After all, Pier 35 Boat Sales is selling more than the boat; it is selling a dream, a promise of escape, of time alone, of luxurious dinner parties on the water. It's all about the lifestyle.

With this approach in mind, Red Publicity worked with our client to host an exclusive cocktail party for existing and potential Maritimo boat owners on the first day of the Melbourne International Boat and Lifestyle Festival, at New Quay in February.

Sprits on the high sea were high, as boat lovers mingled on a giant floating dock surrounded by the twinkling lights of the Docklands and the live sounds of a local jazz band.

Seafood and sweet tasting desserts were plentiful as guests kicked off their shoes to explore the Maritimo boats lining the dock – and to picture themselves on their own boat, enjoying the lifestyle that only boat ownership can offer.

Guests enjoyed a taste of the boating lifestyle with Pier 35 Boat Sales.



EASTER ON TARGET FOR KOKO BLACK

Koko Black chocolate enjoyed a successful Easter campaign driven by Red Publicity, with product placement articles and stories on its Creative Easter Drawing Prize achieving a return of more than ten times the client's campaign investment.

Surrounding this flurry of seasonal activity was a cover story in *Melbourne Weekly – Eastern Edition* (right) and media stories for Valentine's Day, Mother's Day and the launch of Koko Black at Queen Victoria Market.

It's a great tribute to a much-loved Melbourne brand.



COPYWRITING CAPERS

Need news alerts?

Does your website have a 'news' section that is never updated? Call us at Red Publicity to set up monthly phone briefings and we'll write the updates for you. So your business will always look up-to-date and on-the-ball in cyber space.

To help you stay top-of-mind with clients and suppliers, we're also on call to write last-minute e-alerts to spread the word about great new projects you've secured or the results you've achieved.

Combined with some creative pizzazz, news alerts and e-alerts are timely, immediate and cost effective ways to promote your product, service or business.

Below are some examples from APR Design and Hard Hat Digital.



Spicy copy for paper kits

Design and advertising agencies are now receiving new paper sample kits from Spicers Paper, with copy by Red Publicity and design by Sage Creative. With a copy brief to relate each paper stock to the characteristics of people within a family (right), it was a wonderfully creative project to work on.



A note from Paige's book...

With our new PM comes the likelihood of an early federal election. Let's brace ourselves for more spin than ever! Listen carefully and you'll also pick up the key messages being delivered by the parties; they're the lines that the polities repeat over and over, no matter the question. 'Education revolution' anyone?

Please pass this newsletter onto those who may enjoy it.

Paige-Elise Reade, Director T: **03 9773 0011** E: paige@redpublicity.com.au

ALONG THE GREEN VINE - IT'S ANNUAL REPORT TIME!

Green Publicity is busily working across three annual reports for Melbourne's largest water utility, Yarra Valley Water. There's one report on water quality, one on sustainability and another filled with financials. Phew!



The rapid expansion of recycled water to new developments in Melbourne's north (including 'purple' pipes and hoses, left) will be a highlight of Yarra Valley Water's annual reports.

IS PRODUCT PLACEMENT CROSSING THE LINE?

With the growth of online news resources and downloadable television shows, 'traditional' media is creating more and more carrots to secure advertising spend. In doing so, is the line between advertising and editorial hazier than ever?

A recent article at [The Age online](#) queried whether 'MasterChef' had gone too far with its product placements and 'integrated' brand opportunities – such as when a judge (who is the face of a paper towel company) mopped up on set using said paper towel brand, only for the show to cut to an ad for – wait for it – the same paper towel.

The power of editorial is in the fact that the content' (whether positive or not) is authentic, as independent as possible and cannot be bought. When 'unreal' moments move into this space so brazenly, what are audiences then to believe?

Even if ad spend has been leveraged to generate the editorial, keeping the two distinct (or seen to be distinct) can surely only be of benefit. Otherwise, the power is gone and a careful editorial placement becomes just another ad.

