



## Andy is Back

Hello everyone...

It's nice to be back after a very interesting Summer. Well, it has been for me, anyway...

There is so much to share and enjoy in the coming months, but first, we must start where we left off...

...the competition...

You may recall it. For those who don't and any newcomers to the list, this is how I signed off for the Summer...

*\*\* Scientific Advertising\*\* A FREE COPY FOR YOU*

*Want to receive a FREE copy of this classic book? Well now you can...*

*I invite all readers to send me examples of good, bad, memorable or laughable letter copy or ads they have seen or received. I will review them all and the best three will be shared with everyone in this article in the coming months*

*The senders of the best three will be sent a copy of the classic Scientific Advertising by Claude Hopkins, from me, absolutely FREE.*

I have to thank everyone that participated. There were some wonderful entries. All wonderfully bad ones. Not one entry was received of a good example.

What does that say about current communication?

There were some amazing things sent in. All of them confirming what we already know of course - the lunatics are not only running the asylum, they are wasting a lot of valuable marketing budget as well...

Here are the three winners in reverse order:

In 3rd place...

### The Low Cost Digital Poppit

**Digital**  
**Hearing Correction**  
for  
**Pensioners**

**Low cost Digital Poppit gives clearer hearing for all occasions**

The tiny Poppit Hearing Corrector is not for people who are deaf - it is made for the many thousands of pensioners and the over 60's who simply want to hear more clearly at certain times - speaking to friends, out shopping or just watching TV, etc. It boosts natural hearing to make speech sharper and clearer all around, helping to give distinct, more natural hearing under all circumstances.

The Poppit is a tiny, standard shaped, emptying capsule made to fit comfortably and out of sight in the ear. Best of all the Poppit is initially introduced at less than half the price of other digital hearing aids.

For further details and for a FREE actual sized model to see how tiny and comfortable the Poppit can be simply post the coupon below or

**FREEPHONE**  
**0800 44 33 44**  
auding reference: NW-PB03

This one I also shared with a group of lovely people at a recent presentation I made to the DMA's Door Drop Conference in London.

This is a door drop leaflet that is doing the rounds currently.

It is promoting a 'digital hearing correction device' for Pensioners.

I'm sure the product is wonderful and it helps loads of people with hearing difficulties. But can anyone explain to me the relevance of the creative treatment on the front.

Remember what is being sold here...

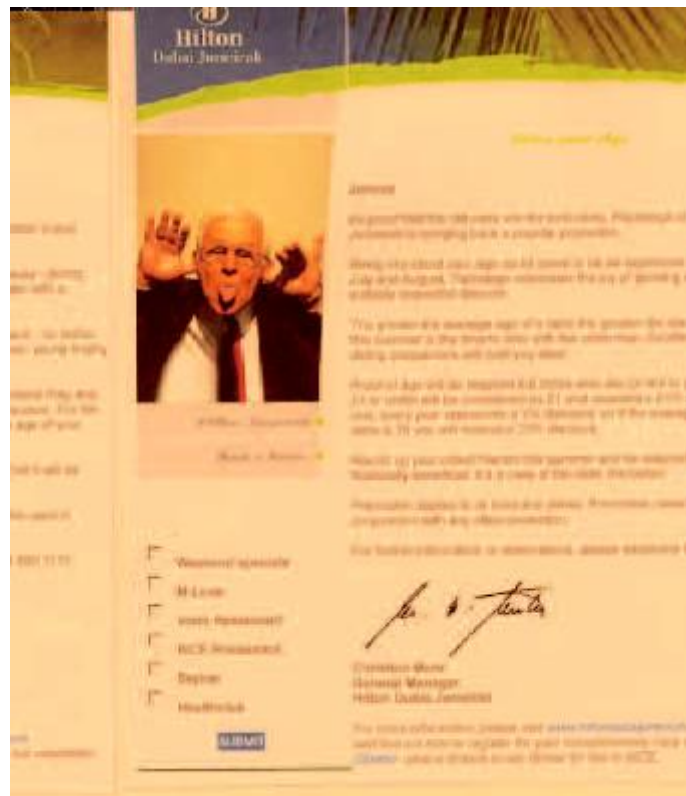
So, what has a very old picture of The Tiller Girls lining up on the deck of the Titanic for a 100 metre dash got to do with it?

In addition, the main picture of Nat King Cole on the fourth tee has me even more confused.

I'm sure they sell bucket loads of the product. But just think how many more they would sell if they employed someone who knew what contemporary communication was all about...

In 2nd place...

## Hilton Dubai Jumeirah



This is a little gem.

The quality of promotional material in the Middle East isn't the best in the world, I have to say.

But, now and again, you do see some well thought out campaigns that are delivered well.

This is certainly not one of them...

In Dubai right now, there are - at my last count - 32 five-star hotels.

On average, each property boasts a minimum of 6-8 restaurants. Some have a lot more...

This means that just in the 5 star market alone, there are between 200-300 restaurants vying for customers, every day.

Promotions abound. All offer-based as you would expect.

So, law of averages apply and occasionally someone loses it big time and heads for the funny farm...

This is one such example.

The person who sent me this, rang me about it first. But she was laughing so much she couldn't talk. Honestly, I kid you not.

Here's why....

This promotion, for the *Pachanga* outlet, is encouraging people to ditch the younger generation and dine with an older partner. The hotel, staggeringly, is offering a discount relevant to the average age at the table.

*"...round up your oldest friends this summer. It's a case of the older the better"*

*Ladies, this summer is the time to dine with the older man. Gentlemen, young trophy dining companions will cost you dear..."*

Mind you, you have to bring proof of your age with you...!

Can you imagine the scenario..."...well I tell you I am 86."

*"But you don't look it sir"*

*"I don't care whether I look it or not, I can tell you I was born in 1918. I was amongst the first wave ashore on Sword Beach in Normandy in 1944."*

*"I'm sorry sir, there's nothing I can do. In the absence of your birth certificate I am going to have to class you as 65. These are my boss's instructions..."*

If it wasn't so comical it would be funny...

Remember, someone thought this up. Then an F & B Manager signed it off. Then they spent money trying to promote it.

Scary stuff indeed. There's no hope is there...absolutely no hope...

But even that load of nonsense doesn't compare with this absolute beauty.

The winner...

**Renard Hospitality Egypt**



**Mr. Farced Eshky**  
**Sen. Mgr. Frequent traveler promotion**  
**Saudi Arabia Airline**

Dear Mr. Eshky,

Once again, Congratulations.....the award is well deserved and well earned.

It was indeed a great pleasure having you and your esteemed organization as a generous contestant of the Middle East and North Africa travel awards this year. We will certainly look forward to your participation in up the coming inspiring MENA TRAVEL AWARDS 2015. Your partaking in this annual consequential certainly anchor principles of:

**The Vision**

"The Total Commitment and Synergy of our industry for Reaching the ultimate in performance, to Corroborate professionalism in The Middle East and North Africa Travel Industry.....To Make A True Difference"

AND

**The Mission Statement**

- To achieve excellence and eminent excellence as the industry global aspiration, through:
- Recognizing and rewarding real virtues/ides and superior services in the Region.
- Encouraging even higher standards and to applaud the exceptional effort made by so many of the industry members.
- Stimulate the competition spirit to reach higher levels of brilliance, within the region".

While we all strive to sustain the above and to attain the world's vast superiority, in both product and service quality, it will take months but the earnest efforts of the region's industry various sectors, of which each of us is an integral part.

Thank you for your TEAM work and incessant involvement

Sincerely,

Dr. Sam Sakar  
 President, CHA  
 RVP, Renard International

Regular readers of this column know my views about aliens. I am convinced that a number were left behind by the mother ship all those years ago.

Some of them write copy. I have shared some classic examples with you before:

Coming from the planet Zog, I suppose it is not surprising that they can get a little confused from time to time. But this takes confusion to another level.

What the hell is he talking about?

What is an "annual consequential?"

What an astonishing letter.

So, there you have it. A little bit of fun to kick off the new copywriting season.

Thank you for all your entries. I will be sharing some more of them with you over the coming months, I'm sure.

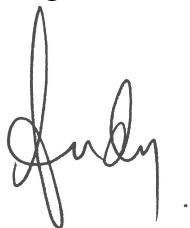
Congratulations to Samantha Gayfer in Dubai for the winning entry...and Rozelle Fernandez and James Handley who proudly join her on the podium.

The wonderfully inspirational *Scientific Advertising* will be winging its way to you all, as promised.

Enjoy the work of a master...

Next month, I will be looking at Direct Response Advertising and how to write and create ads that pull...

Keep the faith...

A handwritten signature in black ink, appearing to read 'Andy', with a small dot at the end.

See you next month.

If anyone would like complete copies of any letters reviewed here, please contact Andy direct at [andyowen@aol.com](mailto:andyowen@aol.com) or [copydeskUK@aol.com](mailto:copydeskUK@aol.com)

### **About the Author**

Andy Owen is Managing Director of Andy Owen & Associates, a leading International Strategic Marketing Consultancy specialising in all aspects of contemporary direct marketing. The company has offices in UK, Middle East & North Africa, with Associate Offices in Europe & The USA.

The company's corporate website is [www.andyowen.co.uk](http://www.andyowen.co.uk) The specialist copy division has its own site at [www.copywritingthatsells.com](http://www.copywritingthatsells.com)

As well as his International speaking engagements, Andy runs in-house copywriting and direct marketing sessions and workshops for companies and organisations all over the world. If you feel your company could benefit from one of these, please contact Andy for details.

If you would like further information on any aspect of copywriting for direct marketing, please contact Andy direct at [andyowen@aol.com](mailto:andyowen@aol.com) or [copydeskUK@aol.com](mailto:copydeskUK@aol.com)

Don't forget to check out Andy's superb new DVD on Copywriting called *"How To Write Copy That Really Sells."* To find out more and see excerpts from the DVD, visit <http://www.andyowen.co.uk/buy-online.html>