

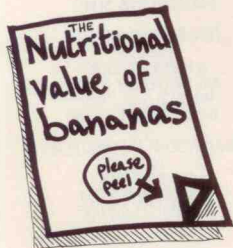
ADVERTISING.....

The card you can't help but peel

An interesting format for direct mail is the Peel-a-Part.

It looks like a post-card except for a triangle in the corner urging you to 'peel here'.

Maybe the product taps into some primordial simian urge because we found it irresistible, even though we had advertising mail up to our ears. The 'postcard' opens up to reveal an advertising message, and I suspect because the reader has gone to



the effort of peeling the thing the retention rate is much higher than for a conventional card.

Apparently the Peel-a-Part is unique and comes from an Australian company. To find out more find their ad in this issue of DBM. ■

..... Redefining a brand

Some interesting developments from the States likely to stretch even further our idea of what a brand is. Publishers are now realising that a successful magazine title is the quintessential brand, in that it's widely recognisable, and has a definable character that people warm to. So, putting aside the notion that a magazine is something made of paper and ink, US publishers are giving their magazines' titles and characters to videos, books, interactive disks and CDs and 005 phone lines. But taking the cake is the US Better Homes and Gardens magazine which, as well as selling branded how-to videos, has now franchised itself into a real estate agency. One of the benefits of a successful brand is that you can charge people a premium for it. The second is that you can use the loyalty the brand commands to draw people to a new but related product. This latter is a powerful technique which the Americans are just starting to exploit to its potential. And remember, every contact between the customer and your company is a brand contact. ■

THE FUTURE

Megatrends predictions

10 predictions which we guarantee we'll never reprint to see if they came true

You remember Sam Goldwyn, famous for his Goldwynisms, such as, "A verbal contract isn't worth the paper it's written on"? Well one of the truest statements he ever made was that, "Predictions are difficult things, especially about the future".

However, this hasn't stopped professional predictor John Nesbitt, author of the best-selling Megatrends, from predicting the following trends. They apply to US society in about five years' time, and Australian society five years after that.

- **Business relocation.** Improvements in infrastructure, incentives from regional governments and the desire to escape smog alerts, car alarms, etc. will see increasing numbers of businesses relocate. (If the technology allowed you to, who wouldn't?)
- **Computer Networks.** The number of people whizzing about in cyberspace will increase dramatically, driven by the proliferation of large and medium-sized businesses becoming computerised and the boom in home office 'telecommuters'. (A pretty safe prediction, this).
- **Customisation.** Services and products in almost all areas of life will become increasingly customised to the needs of the individual, helped along by databases no doubt. (Sounds like DBM is going to make money).
- **Diversity.** An increasing number of businesses will find that multilingual and multi-cultural employees and marketing systems offer a competitive advantage. (Sounds a bit utopian to us).
- **The economy.** John predicts job creation in the US economy will average 20,000 a month. (Bit of a boring one this).
- **Health care reform.** Non-traditional approaches to health care will flourish as cost-cutting grows. (Can this be right, seeing as the average bark remedy costs more than a course of radiotherapy?).
- **The information flood.** Information of all kinds will become more easily available as new technology-driven services are introduced. (Isn't this the same as number two?)
- **Interactivity.** Computer and television technologies will continue to merge. (We already knew Hey Dad was written by a computer - a very early one with the capacity for just three jokes).
- **Jobs.** Hot job categories will be computer professionals, health professionals, social workers, multi-media specialists, business systems analysts, target marketers and environmental engineers. (And if you can't make it into any of these fields try writing about trends for the future).
- **Retailing.** The high-volume, one-stop warehouse giants will continue to grow at the expense of department stores. Meanwhile, smaller stores that provide a specialist, customer-oriented service will flourish. The keystones will continue to be value, selection, service and convenience. (A very sensible prediction which has already come true in the States and will soon come true in Australia). ■