

CIRCULAR

TOTEMcircle's MONTHLY E-NEWSLETTER CELEBRATING THE FORCE OF IDEAS IN ADVERTISING, MEDIA AND MARKETING

totem
MAY_07_VOLUME_1

Welcome to the first issue of our circular. TOTEMcircle's monthly refresh celebrating the catalytic work done for our clients and recognition of emerging and exciting trends. It is about the force of ideas. How creativity is a catalyst that circulates on a canvas called media. It builds brands and creates marketplace results.

Circular is also about the changing world of marketing and communications. How we help retailers and businesses circulate their products and transform consumers from being passive receptors of brand messages into co-creators of brand experiences.

Please read on and enjoy the spark of change.

But really we're an ideas company.

TOTEMcircle is an advertising and communications agency based in Parramatta.

Multi-disciplinary and media-neutral, our primary objective is to ensure that brands connect with consumers on mutually beneficial terms and to create ideas and solutions that live on far beyond a media budget.

A snapshot of what this means.

The unexpected deserves a second look. Its creators take risks. Challenge norms, and pave new roads to new adventures.

The days of filling prescriptive briefs with just print, TV, radio and billboards is not just over but only recommending these today will stand to get an agency in trouble with its client.

The new media that we live with today has forced advertising agencies to go back to our roots and remind us of what business we are in: *ideas*.

Any kind of idea. Certainly not one with a pre-destined media script attached to it.

It's OK to recommend print, or direct mail, but it's made more relevant when it drives you somewhere, like the microsite, to seek more information about the brand – this in essence is what is called Integrated advertising, 360 marketing or sometimes thru-the-line.

A lot of people in the advertising business bemoan the state of the industry today. In fact at the moment, it's really incredibly exciting. Think about it: the discipline of coming up with a concept, without pre-destined media vehicles, is very liberating. It conditions a creative team into having a laser focus on solving the marketing problem, without being encumbered by the "where" phase of the marketing plan.

Better ideas are being birthed. Creatives should be having more fun. Clients should be getting better work. And, ultimately, advertising will continue to be relevant and effective for years to come.

This is the new paradigm for both marketers and communications companies.

So, to quote a great thinker, Oscar Wilde:

"An idea that is not dangerous is unworthy of being called an idea at all."

Go on, be dangerous. You know you want to.

Pete Dennis, Creative Director



TOTEMcircle launch creates world breaking news

The TOTEM Tennis world record for the most people playing tennis simultaneously was achieved at the recent launch of TOTEMcircle.

108 players smashed their way to a world record in 11 minutes and 32 seconds.

Significant media exposure through PR assured that the idea behind the attempt was a success way before the first ball was struck.



Ideas. A stroke of the brush.



Parramatta_Mission_Sad_Happy online_banner_ad.

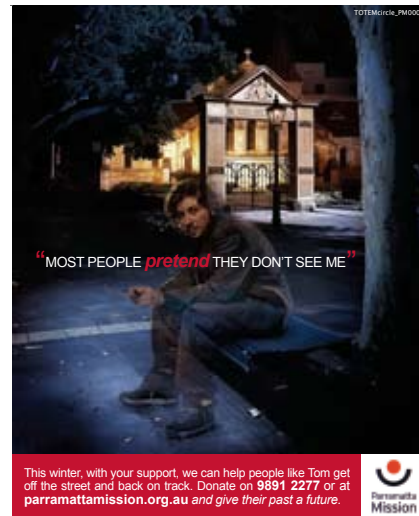


www.parramattamission.org.au
 Visit the Parramatta Mission site to see an elegantly simple but effective expression of emotion via their online banner ad.
 Visit the site anyway and make a donation to this exceptionally good charity.

Parramatta_Mission Sad_Happy_ad.



Winter_Appeal.



Part of a series of Press ads.

The idea clearly demonstrates something we're all guilty of. Ignoring those who need help.

The homeless person is disappearing before our eyes. A series of photographs taken by commercial photographer Joshua Daisey of various landmark buildings in Parramatta underlines the notion that ignorance and charity both begin in our backyard.

The idea is also currently being rolled out for outdoor banner and window poster activity – integration at work.

“Great ideas often receive violent opposition from mediocre minds.”
 ALBERT EINSTEIN



Pull up posters for exhibition and road show use. '07 Winter appeal.

A simple idea is often the most effective. By exploiting the similarity of Parramatta Mission's logo with a 'sad' expression we were able to convey the emotional transformation a homeless person feels when helped and a donor feels when helping.

Computer_Networks Brand.



Brand exercise.

A generically named computer networks company adopts a face lift and becomes an exponential equation, reflecting something we all look at on a daily basis.

The RGB (Red, Green, Blue) dots on our computer which, coincidentally, Computer Networks also look after.

Computer Networks is an IT and Business Solutions company tailoring business needs. TOTEMcircle can vouch for them from personal experience.

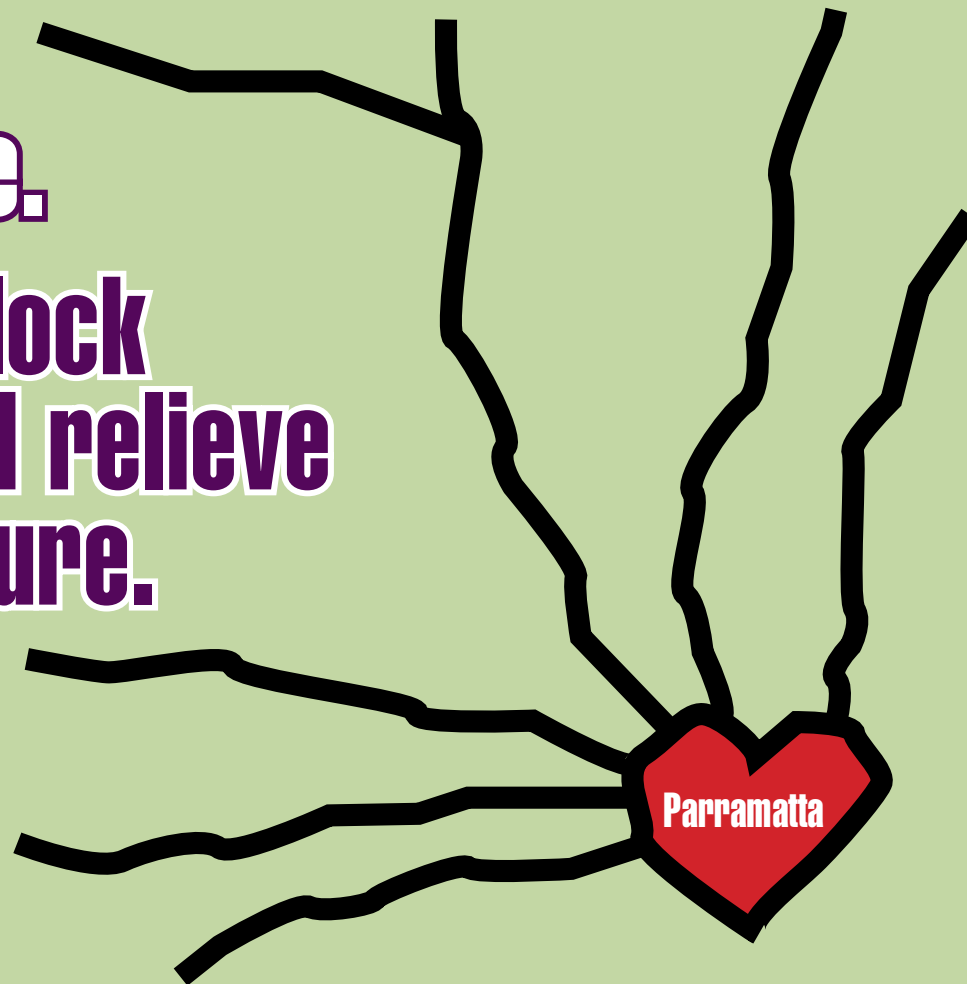
They made the trip from start up to a fully functioning Ad agency a simple and pleasant journey.

Visit them on www.cnpl.com.au



TOTEMcircle.

Here to unblock arteries and relieve blood pressure.



We want to create advertising that drives your competition crazy. We want to light a fire under your brand. We want to place our collective hand on chest and tell everybody your business story.

From the heart.

Here to service the heart of Sydney. Here to astonish.
Call us on **9635 5890** email us on info@totem.net.au
visit us at www.totem.net.au



Advertising_glossary_A.

Accordion insert

An ad inserted in a magazine, folded with an accordion-style fold.

Account Director

Someone in charge of a client's account for an advertising agency or brokerage or other service business.

Ad copy

The printed text or spoken words in an advertisement.

ADMA

Association of Direct Marketing Agencies .

AdNews

Australian advertising, marketing and media magazine.

Advertiser

The manufacturer, service company, retailer, or supplier who advertises their product or service.

Advertising

A paid, mediated, form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future.

Advertising allowance

Money provided by a manufacturer to a distributor for the purpose of advertising a specific product or brand.

Advertising budget

Money set aside by the advertiser to pay for advertising. There are a variety of methods for determining the most desirable size of an advertising budget.

Advertising elasticity

The relationship between a change in advertising budget and the resulting change in product sales.

Advertising page exposure

A measure of the opportunity for readers to see a particular print advertisement, whether or not that actually look at the ad.

Advertising plan

An explicit outline of what goals an advertising campaign should achieve, how to accomplish those goals, and how to determine whether or not the campaign was successful in obtaining those goals.

Advertising research

Research conducted to improve the efficacy of advertising.

Advertorial

An advertisement that has the appearance of a news article or editorial, in a print publication.

Advocacy advertising

Advertising used to promote a position on a political, controversial or other social issue.

AFA

Advertising Federation of Australia.

Agency commission

The agency's fee for designing and placing advertisements.

AIDA

Stands for Attention, Interest, Desire, and Action. This is a historical model of how advertising works, by first getting the consumer's attention, then their interest, etc.

Aided recall

A research method frequently used to determine what consumers remember about an advertisement they have seen or heard.

Airbrush

An artist's technique for creating a smooth gradation of color. It is often used to cover imperfections in a photograph, e.g., in a model's skin.

A la carte services

Rather than provide all advertising services for one price, an agency may provide only the services that a client wishes to purchase.

Ambient advertising

Ambient advertising refers to intrusive ads in public places. Ambient ads appear on store floors, at gas pumps, in washrooms stalls, on elevator walls, park benches, telephones, fruit and even pressed into the sand on beaches.

Appeal

The advertisement's selling message.

Art Director

In modern advertising practice, they typically work in tandem with a copywriter. Together, the art director and copywriter work on an advertising concept. Individually, the art director is mostly responsible for the visual look and feel of the creative product, and the copywriter has ultimate responsibility for the product's verbal and textual content. Both are responsible for coming up with effective and persuasive ideas.

Art proof

The artwork for an ad, to be submitted for client approval.

Artwork

The visual components of an ad, not including the typeset text.

Audience

The number of people or households exposed to a vehicle, without regard to whether they actually saw or heard the material conveyed by that vehicle.

Audience duplication

The number of people who saw or heard more than one of the programs or publications in which an ad was placed.

Availability

Advertising time on radio or television that is available for purchase, at a specific time.

Average Audience (AA)

The number of homes or persons tuned to a television program during an average minute, or the number of persons who viewed an average issue of a print publication.

AWARD

Australian Writers and Art Directors association.