

CIRCULAR



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

Welcome to the second issue of our Circular. TotemCircle exercises its right to put a new spin on things literally. So, TotemCircle has moved on, on with the ADventure.

We will still maintain the same excellence in ideas. We will still be at the same location. You will still deal with the same people, just a different company name.

A month is a long time in advertising. Please read on and enjoy the spark of change in the life and times of an ad agency formally known as TotemCircle.

Now known as GYRATE.

To all our friends you will still find us at:
40/70-74 Phillip St,
Parramatta NSW 2150.

If we owe you money
our new address is:
15 Humpty Doo Crescent,
Kalumburu WA 6740.



This month we celebrate Ambient Advertising



Dare to be clever. *You will be noticed.*



GREAT EXAMPLES OF AMBIENT ADVERTISING

The expression 'ambient advertising' first appeared in British media jargon about four years ago, but (to judge from a recent article in the newspaper Sunday Business) now seems to be firmly established as a standard term within the advertising industry.

It refers to almost any kind of ad that occurs in some non-standard medium outside the home. Examples are messages on the backs of car park receipts and at the bottom of golf holes, on hanging straps in buses, handles of supermarket trolleys and on the sides of egg cartons (some clever souls have even exploited modern printing technology to put advertising messages on the eggs themselves).

It also includes such techniques as projecting huge images on the sides of buildings, or slogans on the gas bags of hot air balloons. The general term for the objects that carry the advertising messages is ambient media; someone using the technique may be called an ambient advertiser.

The phrase was presumably coined during the peak of popularity of ambient music, a genre with electronic textures that create a mood or atmosphere. As a result of such coinages, the standard meaning of ambient, relating to something that is in the immediate environment, is becoming slightly less precise.



One the winners of the recent Cannes Advertising Festival: Quorum/Nazca Saatchi & Saatchi Perú/Papa John's, pizza service. Instead of the annoying leaflets left in the mailbox, the agency came up with this intrusive yet original idea: a sticker attached right below the peephole with the image of a pizza boy plus, of course, the number to call.

“To believe without evidence and demonstration is an act of ignorance and folly”

SO SHOW THEM YOUR STUFF, BUT DON'T BE PREDICTABLE ABOUT IT.



An excellent example of demonstrative Ambient advertising by Jung Von Matt, Hamburg for IWC watches. Of course, given the price of the product, the ad has been placed on a bus servicing at the airport, not on a “regular” city bus.



Smoking Kills



More and more the smokers are being driven to the margin of society. Like sick cattle they're kept apart from 'the good ones' of the flock.

This ambient installment tries to bring the message across that when you smoke, you're dying. Or worse, it brings the potential to reality.



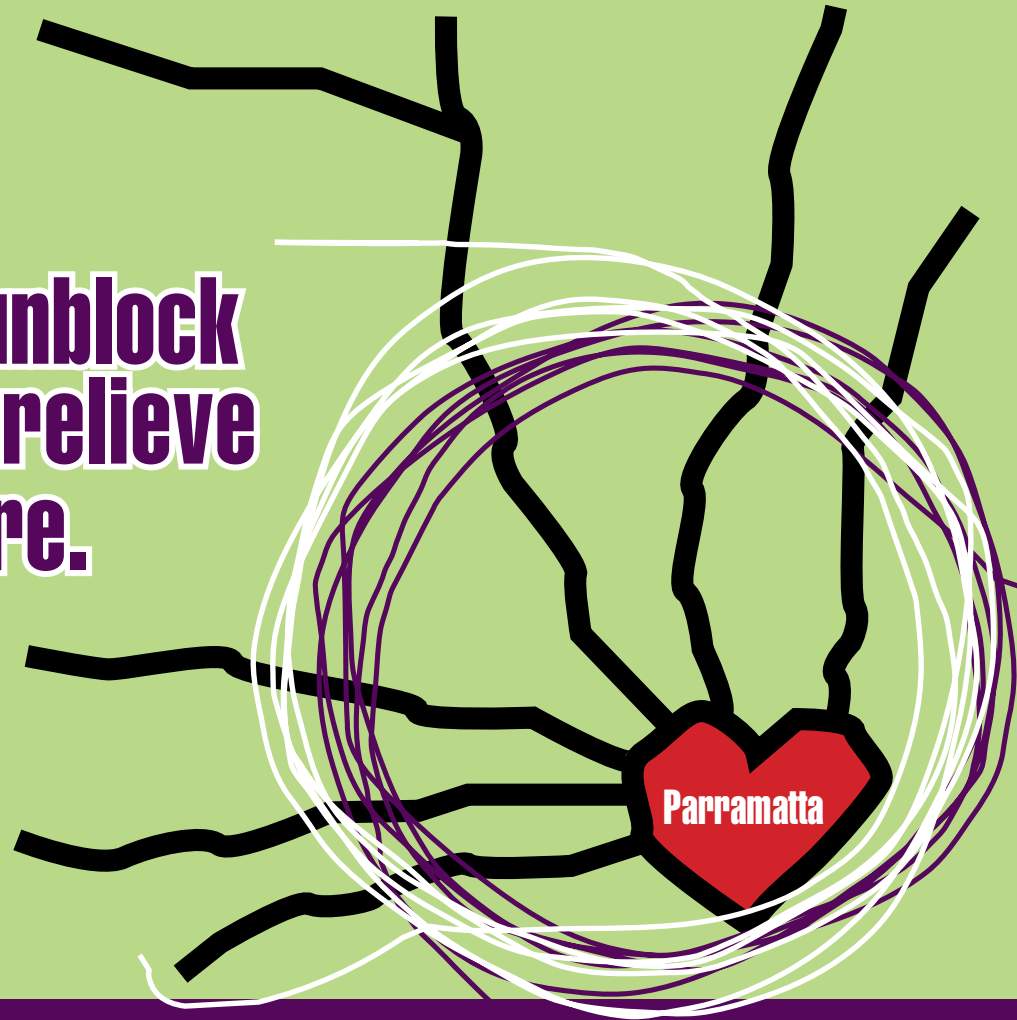
Enough said and point made. It doesn't matter where you are, the game is always on.



STEP 3. The fingers, hands and arms interpret the words...AND GYRATE.

Gyrate.

Still here to unblock arteries and relieve blood pressure.



We still want to create advertising that drives your competition crazy. We still want to light a fire under your brand. And yeah, we still 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@gyrate.com.au
visit us at www.gyrate.com.au



Advertising_glossary_B.

Back to back
Running more than one commercial, with one following immediately after another.

Bait advertising
Advertising a product at a very low price, when it is difficult or even impossible to obtain the product for the price advertised.

Banner
a graphic image displayed on an HTML page used as an ad. See iab.net for voluntary guidelines defining specifications of banner ads.

Barter
Exchanging merchandise, or something other than money, for advertising time or space.

Billboard
(1) An outdoor sign or poster; (2) Sponsor identification at the beginning or end of a television show.

Billings
Total amount charged to clients, including the agency commission, media costs, production costs, etc.

Bleed
Allowing a picture or ad to extend beyond the normal margin of a printed page, to the edge of the page.

Blueline
A blue line drawn on a mechanical to indicate where a page will be cut.

Body copy
The text of a print ad, not including the headline, logo, or subscript material.

Boutique
An agency that provides a limited service, such as one that does creative work but does not provide media planning, research, etc. Usually, this refers to a relatively small company.

Brand development index (BDI)
A comparison of the percent of a brand's sales in a market to the percent of the national population in that same market.

Brand manager
Person who has marketing responsibilities for a specific brand.

Brand name
Name used to distinguish one product from its competitors. It can apply to a single product, an entire product line, or even a company.

Bridge
Transition from one scene to another, in a commercial or program.

Broadsheet
Standard size newspaper. As per the SMH.

Broadside
A promotion that is printed on a single large sheet of paper, usually on only one side of the paper, as opposed to a tabloid or other off-size newspaper.

BtoB/B2B (Business-to-Business)
businesses whose customers are other businesses.

BtoC (Business-to-Consumer)
businesses whose major customers are consumers.

Bulldog edition
An edition of a print publication that is available earlier than other editions. Usually, this is the early edition of a large circulation newspaper.

Buried position
Placing an ad between other ads in a print publication, so that readers are less likely to see it.

Business-to-business advertising
Advertising directed to other businesses, rather than to consumers.

Button
1) clickable graphic that contains certain functionality, such as taking one somewhere or executing a program; 2) buttons can also be ads. See iab.net for voluntary guidelines defining specifications of button ads.