

# Marketing Matters

Answers To Common &  
Not So Common  
Marketing Conundrums

November 2003

[www.mcgillbuckley.com](http://www.mcgillbuckley.com)

## What Matters This Month

### A Tale From The Marketing Morgue, Volume One.

#### Brazen Beating of Our Own Drum

PAI Medical Group, one of North America's largest group of hair transplant clinics, recently brought us in to develop their new advertising campaign. To find out more, visit [www.mcgillbuckley.com](http://www.mcgillbuckley.com)



Put More Wear And Tear On Your Comb.  
Talk To PAI About Hair Transplants.  
Call 1 404-467-4100  
In Atlanta Now.

If something about hair has been troubling and making you down, you may be interested to talk to the experienced, helpful professionals at PAI Medical Group. Our people are here for one very important reason, to ensure your complete comfort and satisfaction every step of the way. In helping thousands of men and women over the past 20 years, PAI has become one of the largest hair transplant management companies in North America. Our Multi-Phase Hair "Grafting" approach to hair transplants and the skill of our doctors will give you thick, more natural looking hair in fewer sessions. Call us today and ask for your copy of our free booklet *An Educational Guide to Natural Hair Transplantation*. It could change the way you look and the way you look at life.

[www.paihair.com](http://www.paihair.com)  
PAI MEDICAL GROUP  
Hair Transplants, Hair Regrowth  
Hair Loss And More! 1-800-467-4100

"PAI's people are the best, the process simple and the results are just awesome."  
— Carlo Jones, Sales Representative, Age 38

*Friday was Halloween and in honour of the ghouls and goblins in the marketing world, we are pleased to present our first ever terrifying, but true marketing horror story. Be afraid and pray that this never happens to you.*

#### Hello, Hello, Is Anyone There?

We've all seen the horror flick where a telephone becomes an instrument of unspeakable terror for some poor girl, usually a babysitter or Jamie Leigh Curtis. In this case, the one ultimately being terrified by a telephone, wasn't some unfortunate girl but a poor fellow who happened to be the Vice President of Marketing for a Montreal-based technology company. Months before, we had been asked to develop a national advertising and marketing campaign to launch an office productivity software solution that was being hailed as the next big thing.

After months of development, the new campaign was set to roll out with full page, full colour ads in every daily newspaper in Canada. Our take no prisoner kind of client had decided that he was going to spend 90% of his media budget in just one day. At the bottom of each ad, a bold toll-free number was used to encourage phone calls that would go directly to the sales department in Montreal. In spite of our suggestion that he bring in some extra staff to handle the onslaught of calls, our fearless client insisted that he had things covered and told us just to worry about our end of the project. We quietly acquiesced.

On the morning of the big launch, the Vice President of Marketing spoke

effusively at an off-site breakfast meeting of the national sales team and regaled them with the details of his brilliant new marketing campaign. He assured the ravenous sales people that after this morning, they would be spending all their time following up on the avalanche of leads.

Around mid-morning, our media department got a call from a concerned newspaper rep in Toronto who wondered why our client wasn't answering their toll-free number. It turns out a reader had called the paper and complained. We tracked our client down at the sales meeting and, when we told him of the situation, he gasped. Turns out that the person he assumed would be answering the phone decided to phone in sick that day.

While she recovered from her affliction, his career wounds proved to be fatal.

#### Get Even More Email Know How...Free!

If you're considering launching an email campaign or, would like to improve your current campaign results, contact our **Director of Interactive Services, Pierre Lecomte**, and he'll send you a copy of our free report "Email Campaigns That Really Click". Call him at (613) 728-4199 ext. 25, or email him at [plecomte@mcgillbuckley.com](mailto:plecomte@mcgillbuckley.com)

**McGill Buckley** Ideas Matter.  
Intercreative Marketing

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**About Us:** McGill Buckley is an integrated marketing and communications firm with bountiful knowledge and abundant experience in a wide variety of consumer and business to business categories. We help marketers develop more compelling messages and work with them to deliver those messages with greater impact and better results. For more information on our company, please contact **Stephen McGill** at (613) 728-4199 ext. 22.

Ottawa T: (613) 728-4199 F: (613) 728-6450

Toronto T: (905) 795-1764 F: (905) 670-5256

Québec T: (450) 226-8294 F: (450) 226-1814