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A -

An extraordinary
job of planning
and execution. The
media schedules seem
to me extremely
thought and well-
conceived, and the
copy & layout are
excellent. A
fine job

Project for a 13-weeks
national campaign
for "Azar-Razor"

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Professor Davis
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FOREWORD

The construction of a fist-size atomic engine is so far from present technological possibilities, that the ^{news-}production of an atomic-powered ~~atomic~~ razor would be hot news, ~~xxxxxxx~~ all over the world. This would be a highly favourable climate to run a ~~xxxxxxx~~ campaign in. As a matter of fact, it would be more a matter of public relations : the media themselves would be hungry of information about the atomic razor.

If the climate would be very good for product publicity, it would also create quite a peculiar set of problems; first of all, the complex public reactions to the word "Atomic". These could be reactions of fear and distrust very difficult to overcome. Perhaps the whole advertising campaign should be aimed to the establishment of trust in the atomic engine,.

As I want to sell the razor, and not to assure ~~xxx~~ the public that its motor is not dangerous, I shall assume that a miniature atomic device is an accomplished fact; I shall take it almost for granted. What I shall stress is that for the first time, atomic energy is being used to move the blades of a ~~a~~ razor.

Budget
for a thirteen week
nation-wide advertising campaign

	Media Class	Cost of class	% *
	<u>National Media.</u>		
a	Networks Television, \$	453,060	15
b	Magazines \$	990,116.90	31
	<u>Local Media</u>		
c	Spot Radio, \$	254,083.70	9
d	Spot Television, \$	565,242.	18
e	Newspapers.	791,400.	28
**	TOTAL	3,063,952.60	

* estimates

** Referring to the detailed budget & schedule charts.

Television, ~~453,~~

Totals:

Television, ..	1,018,352.	33%
Magazines ...	990,116.90	31%
Radio	254,083.70	9%
Newspapers	791,400.	28%

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SELECTION OF THE MEDIA

3,063,952.60 dollars for a 13 weeks ~~campaign~~ campaign certainly is a sizeable appropriation. Such an expenditure is in this case justified by the fact that 1) the product advertised is in a pioneering stage; 2) the public resistance against an atomic-powered razor could be very strong at the beginning; 3) the qualities of the product are such as to assure a smashing victory in the long run; 4) the campaign would take place in the three months immediately preceding Christmas, a period by stiff competition by other ads.

Breaking down the budget :

a. National Media

Half of the budget goes to the national media, i.e. magazines and network television. These two media are expected to blanket, more or less evenly, the whole nation.

a Magazines. I. Trade publications. Of the magazines selected, five are trade and professional publications, aimed at engineers and electrical appliance wholesalers and dealers. The sum appropriated for this group is 11,154.90; this money is expected to build the prestige of the product among the professionals, whose opinion is very important, specially for PR purposes. The ~~xx~~ ads in the trade publications perform the routine job of impressing ~~xx~~ dealers and wholesalers about the qualities of the product, so that they

would feel encouraged to try and display the atomic razor.

General Consumer magazines. By far the greatest part of the money assigned to the magazine field goes to the big national consumer mags, whose ^{share in the campaign} budget is almost a million dollars.

For 13 weeks, the whole American ~~xxxxx~~ buying public will be flooded by a total of 46 ads appearing on such publications as Life, Look, Saturday Evening Post, etc. On the x-hour, Sepetmber 17 , five two -pages spreads and two full page ads will be run simxultaneously (smash technique). Other will follow more or less regularly , with a concentration in the last weeks, closest to Christmas.

This part of the campaign is expected to inform the general public -all America- of the birth of the atomic razor. The selection of the magazines is ^{intended} ~~aimed~~ to establishing a certain image of prestige(New Yorker, Il ads). The news value of the appearance of Azor is stressed by the use of Time and Newsweek.

Being used mainly by men, Azor will be x heavily advertised on the most prstigios men magazines (Esquire and Playboy). But a razor is also a most common present given by women to their men, specially for Christmas. Therefore, the two biggest women magazines will carry some appropriate ads in ~~the right~~ period, ~~xxxxxxxxxxxx@xxxxxxxxxx~~, in middle December.

b Network Television. Almost half a million dollary will be spent to buy six 30' programs on the CBS network. These programs will be telecasted on alternate weeks by all the 205 CBS stations, during the high-audience evening hours,. The money for the production of these programs would require a separate ~~appro~~

appropriation, but this project is not concerned with ~~expenses~~ production costs.

A television audience has practically no class boundaries, so there will be no attempt to project an image of particular prestige through the little screens. After all, Azor is a classless product; to make it pay for the campaign, it has to be sold to the millions. But the lowest-common-denominator rule should not ^{mean} lead to bad taste. A serious presentation in simple terms of the technical wonders of Azor, together with demonstrations of its practical qualities. should assure a rather strong impact.

b. Local Media.

In connection with the total coverage of the American market, an additional pressure will be exercised on the most important areas of the nation. Two dozens metropolitan areas, chosen among the biggest, wealthiest and most thickly populated, will be hammered for thirteen weeks by their local media-newspapers, television, ~~xxxx~~ radio.

e Newspapers. Though basically lacking the representative power and the prestige of the big magazines, newspapers have certain other qualities -i.e., saturation of their areas- that make them a necessary instrument in a pioneering campaign. Accordingly, 791,400 dollars have been assigned to this class. 37 newspapers, distributed in 24 major cities, will carry a total of 1480 ads. Each newspaper will carry 10 to 20 ads (something less than two a week) for the thirteen weeks scheduled. For sake of simplicity of computation, two sizes have been chosen for ~~t~~

the ads: 500 and 1000 lines. These are not ^{too} large ads, and could be easily overlooked, specially on the weekend days, when papers are heavy in grocery and department store ads. Therefore, I think best to run them early in the week, when the papers are lighter. This is ~~an~~ pioneering campaign. not a sales puller.

~~As~~ Like television, newspapers are a classless medium. Their importance in this campaign is one of general ~~infor~~ information, and a costant reminder of the birth of ~~the~~ Azor.

d Spot Television. In the same metroplitan area , a function akin to that of the newspaper ads will be assolved by the ~~the~~ one-minute spot announcement on local TV stations. 565,292 dollars will be assigned to ~~the~~ the purchase of 26 spot announcements in each of the 41 station concentrated in the areas already mentioned. This part of the campaign is expected to be one of the most fruitful; the spot announce-ments, telecasted in the most favourable hours of the evening, ~~shou~~ should be enough to make Amerika fully aware of the necessity to buy the atomic razor.

c Radio. In my opinion, radio is a poor medium for a pioneering campaign of such an important novelty as Azor.

The often poor reception conditions(driving, working , etc.) the usually low quality of the audience, at least as far as a razor is concerned, make radio little apt to establish an image of seriousness and prestige and liability. Since such an image is necessary to an atomic-powered razor, the radio budget will be only a small percantage of the total

expenditures: 9%, i.e. 254,083.70. 53 stations in 27 cities will deliver a short program every day, six days a week, for all the thirteen weeks,. In 49 cases, the program will be Five minutes long; in the other three there are some variations.

a. NETWORK TELEVISION BUDGET

453,060 dollars have been appropriated for the purchase of six 30' programs on the CBS Network, which includes 205 stations. Each program costs 75,510 dollars.

(A)

EVER REVOLVING AZORS

NEW ENGINE. Amazing simplicity of construction: Azor's atomic engine is composed of only 12 parts, against the hundreds of any electric motor.

The energy is released by a controlled disintegration of 2 grams of U.237. This reaction lasts 3,500,000 hours (forty years) without interruption. The miniature turbine revolves on carborundum-strontium pivots. The outer case of the engine is a single piece of berkelite alloy, absolutely unbreakable.

(B)

NEW HYPO-VINILITE COATED GEARS.

An amazingly simple set of gears in a sealed box transmits the motion from the engine to the blades. Talcum-lubricated silicon pivots eliminate any heating, wearing and noise.

(C)

ELASTIC TUNGSTENUM-SIDERITE GRILL

A new alloy is used in this high-resistance, high-softness grill: it is 13 micron thick, its elasticity index is 92.8, and its resistance to pressure reaches the 4 lbs/square inch. The razor can be dropped from 30 feet, without any danger to the grill.

(D)

~~HAIR-THIN~~ AMAZING NEW CARBORUNDUM BLADES.

Shaped like a saw, thin like a hair, 112 carborundum blades vibrate at a frequency of 35 periods/sec. The whiskers are severed at the softest contact, and stored in an handy to-reach chamber.

Consumer Magazine Advertisement

- a. The layout of this ad is fairly complicated. and I am not sure whether it is quite in good taste; I think, however, that it is pretty striking. A picture of the Bikini blast occupies the upper left quarter of th page. The hand holding the razor sticks out from the opposite corner and goes ~~xxxxx~~ ~~xxxxxxxxxxx~~ almost to the center of the page. To achieve a balance in such conditions, the picture of the mushroom should be washed out a little, and left in the ~~xxx~~ background, so that the hand become the true ~~xxxxxxxxxxxxx~~ focal point of the ad. The two captions on the pictorial matter are in balance. The lower part of the ad is occupied by the headline, body copy and name plate. The head is balanced by the name plate. But all this part is off-center in ^{aspect} regards to the page. So the body copy should not be set in a heavy type, and the name -plate should ~~xxx~~ weigh more than the head.
- b. There are three main talking points: that Azor is Atomic, that it is so practical and comfortable, that it assures such a pleasnt shaving
- c. The keynote idea is, obviously, that ~~xxxxxxxxxxxxx~~ Azor is atomic
- d. I think the gaze would start from the hand, and go on the way indicated by the direction of the arm, towards the ~~xxxxix~~ atomic mushroom and down to the main headline , copy and plate
- e. Getting attention is the job of the big fist with the razor, and of the atomic cloud. The captions on the pictures could arouse curiosity; real interest ~~xxxx~~ is stimulated by the

Newspaper Advertisement

- a. The layout of this newspaper ad is very simple. There is a big, ~~XXXXX~~ grey A standing firmly and solemnly in the background; the name plate, at the bottom, underlines this sense of firmness. To make the ad less static, a certain amount of movement and interest is added by the dark illustration of the razor, at the upper left corner; the illustration is balanced by the heavy headline at the opposite corner.
- b. There is only one talking point, which stresses the unique feature of the product: its being atomic-powered.
- c. The same
- d. In such a simple ad it is difficult to say where the gaze goes, since there ^{are not too many things} ~~is not much~~ to see.
- e. This ad does not try to achieve all the five A-I-D-M-A motives; it is merely an eye-stopper, a reminder that there is such a thing as the atomic razor. It merely tries to get attention (The big A could stand for attention, or attomic, or Azor) and interest (the fact that Azor is atomic powered).

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main hadline -after all, nobody ever heard before of an Atomic
powered razor. Job of the copy is to arouse desire for Azor;
its last sentence urges to action,. Again, there is no specific
part working on the "memory" -the whole ad tends to that.

①

It will run for 40 years without interruption.

Its wonder engine is fed by a capsule of Uranium, made to last 8,500,000 hours. You'll never have to worry about plugging, winding, recharging and changing the batteries...All old stuff.

Now it is the atomic engine. And its tremendous energy will assure you a velvet-smooth shaving, because the hair-

②

thin blades of Azor vibrate faster than the wings of a bee.

And yet, there is no buzzing, no vibration of the razor.

It is like caressing your skin with ~~the~~ a feather:::

and the beard is off. Ask for Azor. Try Azor, the most magnificent product of the atomic age.

RADIO SPOT COMMERCIAL

29

Since many radio stations do not allow more than 1' - 1'25" of commercial matter in 5 minutes programs, I cut the required 2'15" to the safety margin.

22"

NEWS OF OUR AGE. This program has ~~been~~^{is} brought to you by Azor, the razor of our atomic age. Azor needs no ~~plugging~~ plugging, no winding, no recharging, no changing batteries, because it is atomic-powered. Two grams of Uranium will make it run for forty years. It's incredible. Forty years without interruption. Remember: with razor, your beard is taken care of for the next forty years.

.....

21"

This program is brought to you by Azor, the atomic-powered ~~razor~~ razor. Azor is so silent, so quiet...there is absolutely no buzzing, no vibration, because Azor is atomic-powered. A smooth flow of atomic energy makes the blades go back and forth 35 times a second, as fast as the wings of a bee...and they are even more delicate. Azor shaves you with a caress, because it is atomic-powered.

.....

23

This program has ~~been~~ brought to you by Azor, the atomic-powered razor. Azor is the razor of the atomic age. Nothing like Azor has ever been produced : Azor needs no plugging, no winding, no recharging. Azor is silent, quiet, indistructible. Azor's engine is built to last forty years, Azor's shaving head is made to caress your beard off. Azor's shaving surface is soft like velvet; yet the micrometric blades move at tremendous speed, because Azor is atomic-powered.