

IT ads produced by people who know IT

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Do you want IT advertisements that:

- are fresh, original and clearly targeted?
- expand intelligently on your brief?
- are written by a company that has communicated the benefits of IT for over 22 years?

Writing clear, effective IT ad copy requires specialised knowledge. It's critical the writer understands the subject matter and the audience it's writing for.

After all, how can anyone convince a customer to buy if the benefits aren't clear? What sparks a CIO's interest is different to what motivates a retail shopper.

For over 22 Recognition has specialised in communicating the benefits of technology products and services to consumer and business audiences.



From the early days of the Internet and portable computing to the advent of web services, wireless computing and converged devices Recognition PR has shown all kinds of people how technology can transform their lives and their organisations.

What we offer

Recognition PR:

- writes compelling ad copy
- advises on effective typography and layout
- arranges complete advertisement design
- localises international advertisements to increase their effectiveness
- develops informed IT and business media plans
- facilitates innovation workshops to explore new ways of presenting your brand, products and services.

Buy an award-winning Palm® Treo™ 650 for \$0* before August 31, 2005 and get a BONUS Treo Bluetooth® headset!

Just sign up for \$99 Treo Business Mobility Pack™ data plan and an eligible voice plan for 30 months to get:

- A Palm Treo 650 for \$0* upfront
- Up to 100MB of GPRS mobile data each month!
- A bonus Treo Bluetooth headset* via redemption from Palm worth \$99.95

To learn more go to www.palm.com/treobonus

Call 1.877.441.41

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How Recognition PR creates IT advertisements

Brief

Briefing Recognition is more like a brainstorm than a note-taking session.

Before we start thinking about creative we find out everything we can about your brand, product or service. Then we start coming up with ideas.

Creative

To generate unique, workable concepts Recognition uses up to 12 separate innovation tools. That means we come up with lots of original ideas with varying treatments. We always screen our ideas to make sure sound business rationale and communications principles aren't compromised.

Delivery

Once we've agreed on creative direction and treatment we'll present you with close-to-final drafts. If you just need great copy, we'll give you great copy. If you need a complete advertisement then we can arrange everything from photography, design, copywriting and final art.

Placement

We're not media buyers, but we do know the IT and business media.

For small campaigns we can work with publications to place your advertisements, but media buyers are best placed to handle large advertising campaigns.

Ten ways to make your IT advertisements work

- Identify where your prospects are in the buying cycle
- Be clear on the behaviour you want to drive
- Distinguish whether your products and services are high- or low-involvement
- Use language and references your audience will understand and respond to
- Design with black text on a white background, it's more easily read and comprehended
- Capitalising Every Word Makes It Hard To Distinguish Proper Nouns And Slows Reading
- Use active voice
- Make images relevant and compelling – stock shots look like stock shots
- Make your claims contextual so readers visualise using your solution
- Keep design secondary to readability. Focus on fast reading and high comprehension.

Who is Recognition PR?

Recognition PR is an Australian-owned public relations and marketing communication consultancy with 22 years experience in the Australian and New Zealand IT market.

Recognition PR helps clients manage communications with their many stakeholders including internal staff, customers, media and partners. Recognition's services range from strategic consulting to media relations and writing.

For more information visit www.recognition.com.au