

Announcing a direct response advertising agency that will guarantee to outpull your best ad.

If you are a direct response advertiser, here is a no-risk offer from Callas, Powell, Rosenthal & Bloch . . .

We'll guarantee to outpull your best ad by at least 10% in a split-run test.

If we don't pull at least 10% more responses, you won't owe us a penny for any work we've done—creative or production. We'll even refund half your media expense, to cover our half of the test.

If we do beat your best ad by at least 10%, you simply pay us an agreed upon creative fee. Should the test results be impressive—and we both wish to enter into a full-service agency agreement—this creative fee will be refunded to you in full.

In effect, we offer you a risk-free trial of our advertising pulling power. Our work will cost you absolutely nothing—no creative, production or media costs—unless we beat your best ad by at least 10%.

Are There Any Catches?

There are two:

1. You must be willing to let us create advertising we think will sell. Except for your legal and factual approval, we'd retain creative freedom. Naturally, if an ad isn't ours—if the copy has been rewritten or the layout redesigned—we can't guarantee its success.

2. You must need better advertising. If we think your present advertising is excellent, we'll tell you. We don't presume to be the only direct response agency that can turn out superlative work.

But if you're among the vast majority of advertisers whose ads aren't living up to their product's full potential, we're confident we can help you. And perhaps you'd like to know more about us.

Who Is CPR&B?

CPR&B is a full-service direct response agency in New Rochelle, N.Y. We specialize in creating advertising that sells. In the past four years, CPR&B has quietly grown to become one of the ten largest direct response agencies in America. We are again ex-

panding our capacity and can offer guaranteed results to more advertisers.

How Can We Guarantee Results?

We're willing and able to guarantee results because of our *total approach* to direct response. To be sure, few of the ideas in this approach are original with us, but the total combination seems to be—and makes for unusually powerful advertising. Here are the key points:

1. Advertising Is Salesmanship. Our whole creative approach is built on this fundamental premise. Every word, every picture in our advertisements must justify itself in sales.

Of course, most agencies in direct response fully agree with the idea that advertising must sell. But we don't believe most of them live by it as religiously as we, and would shrink from the thought of guaranteeing their work.

2. Building on a Strong Product. We believe that great advertising starts with a first class product. Rosser Reeves, former Chairman of Ted Bates, summed it up nicely when he said, "A gifted product is mightier than a gifted pen."

Once we take on a client with such a product, we research it for weeks. We take it apart and examine it from all angles. We visit the factory or place of business and talk with those who make it. We interview its users. We take it home and use it ourselves.

Then we compare it with the competition—until we've found its *unique consumer advantage*. Once we have this, we build the entire campaign around it, and demonstrate logically, factually, dramatically, why it's the best product to fill a specific consumer need.

We've verified time and again in sales results that a strong product and good advertising are a combination almost impossible to beat.

3. Top Copywriters. We hire the best writers we can find. Our newest, for example, placed first in a field of 53 applicants. Some were well known. Eighteen took our rigorous copy test. We're aiming to be the Number 1 copy team in direct response.

4. Copywriter Commission System. Because copywriters are salesmen, we reward them with commissions. The

more their ads sell, the more money they can make, with no limit. If you think this motivates copywriters to work hard and create the best ad they can for you—you're absolutely right!

5. A Principal on Your Account. During and after the initial test period, an agency principal will supervise all work on your account, and have day-to-day responsibility for anything done for you. You gain the experience of—and have immediate access to—one of our key people at all times.

6. Bringing It All Together. Bringing this all together is an esprit de corps that makes work a joy at CPR&B. You'll find our copywriters working until 7, 8 and 9 o'clock, night after night, brainstorming and trying to smash someone else's control ad to smithereens. The creative excitement is exhilarating.

The president of a major competitor, himself a famous copywriter, recently confided to us, "I'd join you for the fun of it all—if I were 25 years younger."

How Have Our Clients Done?

We wish we could say we hit a home run every time, but of course we can't. But by and large, our clients have done quite well. For example:

A Financial Newsletter: Within two years after our advertising began, their subscription list increased 490%. We prepared a series of renewal letters and their renewal ratio increased 260%. They went from near bankruptcy to become a prosperous 6-figure company.

A Private School for Problem Adolescents: Our first ad went through an agonizing 23 drafts before we let it out of the shop. The copywriter was almost in tears. But once it ran, it turned back an astounding 320% monthly profit to our client.

A Calculator Distributor: Our first ad failed so poorly, we never got a second chance. But we, not our client, took the loss in accordance with our risk-free agreement.

An Economic Bi-Weekly: Our first ad topped all previous ads they created during 8 years. Our next ad topped that. A sales letter, which cost less than \$2,000 to produce, netted better than \$71,000 in profits after all fulfillment costs.

A Local Bookstore: We did a "quickie" self-mailer for these friends who tell us it set all-time records for store traffic and cash sales.

A Guard Service (supplier of uniformed guards): Our first ad for leads outpulled their basic control ad by better than 7 to 1. On a small test budget, we generated more leads than they could effectively handle.

A Commodity Dealer: Our advertising helped play a part in their "cinderella" success story. Four years ago, when we began doing their advertising, their annual sales were \$7 million. Sales have since more than doubled every year. Last year, their share of market was probably above 50% and their sales surpassed \$400 million.

A Financial Advisory Service: This is a new client, and our advertising is still in early stages. In their two most frequently used media, our advertising has brought in subscribers at 40% below their former average cost. Tests in other media show we may have opened up two entirely new markets.

What Should You Do If You're Interested?

If you're interested in us and our unique offer, call or write today for more information.

If you wish, send us a proof of your best ad, or sample of your top direct mail package, plus any background literature you may have. We can then look it over and let you know shortly if we feel we can beat it by at least 10%. On the average, we feel we can beat about 19 out of every 20 advertisements currently in direct response. This may sound brash—but we back up our confidence with our own money.

The best part about our "guaranteed results" offer is that you don't risk a cent.

To take us up on our offer, or to find out more about us, write or call:

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Your inquiry will be kept in confidence.

Callas, Powell, Rosenthal & Bloch, Inc.

Direct Response Advertising

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Advertisement as it appeared in *The New York Times* and *Wall Street Journal*.