
MEMORANDUM TO EVERY OFFICE

TO: Everyone
FROM: edmoss@maykit.me.uk
SUBJECT: Are we really this stupid?
DATE: Today
CC: Everyone else who might otherwise miss it



Do you do anything creatively (!) similar to below to encourage sales? Please do let me know!

I really do wonder if the TV viewing public are as stupid as the advertisers – or their advertising agencies - make them out to be?

Top of the stack are the sofa companies. 365 days-a-year sales. £995 sofas always £499. Never actually £995.

Then there are the double-lazing companies. Always either buy one get one free, or a free upgrade to triple glazing, or a free back door with every front door. Never two doors, eight windows £1999.

And the ones who really take the biscuit are the beauty product companies with their never ending list of registered trademarked chemical additives that mean absolutely nothing to the average punter – the likes of Proxilane, hyaluronic acid (or whatever rubbish it is) and for users of baby milk, Pronutra Plus.

And then they declare that it's research that has shown how dramatic and wonderful these things are. But. Examine the bottom of the screen and you'll see the sample is "78% of 209 adults asked agreed". Er yes, that's 163.02 (point 02! – it must be all the hyaluronic acid that does it), or, 46 who didn't agree.

All a total load of horse manure as they attempt to find new and mystifying ways of parting people from their hard-earned money.

Perhaps the saddest thing is that the advertisements themselves are so banal. They do a great job at encouraging sales of satellite and catch-up TV if only showing us new ways we can whizz through these advertisements at 30-times real speed.

But what I really can't believe for a moment is that the company executives during their private screening at their offices prior to its airing get all excited over their company's new advertisement!

I still feel there is a lot to be said for simply being honest. Although if the beauty products people were honest, their advertisement might not be as compelling.

"We've continually spend a small fortune coming up with new creams and potions.

"And yes, we want to part you with £16.95 of your hard-earned cash, which represents 9p's worth of chemicals in a fancy 65p jar and box, the remainder of the cash going on fancy advertising campaigns, the resellers profit and of course our own not unsubstantial profit.

"So rush out and buy it now. You know it makes sense. Just think of all those wonderful ingredients that no one here really knows what they do, but we like telling you about them coz they sound good. And make us wealthy. Ha ha ha."