

KOREY KAY & PARTNERS

OUTSMART NOT OUTSPEND

HUMANOLOGY

POSITIONING TECHNOBRANDS

“Technology
isn't about bits
and bytes.
It's about getting
home in time
to have pizza
with your kids.”

Dave Liddle
Xerox Palo Alto Research Center
1976



“Technology
advertising
is as cold
as ice.
What it needs
is a sense of
human.”

Allen Kay
Needham, Harper & Steers
1972



Branding an internet consultant.



"I was up all night reading about the heart,
and I think I have a handle on it."


PROXICOM®
E-business. Our only business.

www.proxicom.com
Nasdaq:PXCM

Branding a broadbander.

“You’ve got mail!” Circa 1861.

These mailmen had a lot more nipping at their heels



than the occasional Doberman pinscher. Rattlesnakes were the least of it. Still, the mail got through. And a new, faster delivery of information became not only expected, but essential.

That was then. We have something essential to deliver now. Broadband Internet technology.

We’re Everest Broadband. We provide businesses with

essential broadband applications like: high-speed Internet, long-distance telephone, custom networks, web hosting and digital television. No other company has the experience we do. Which is why we’ve broadbanded some of the biggest and best buildings in the country.



We can do it for you. Just call 800-918-1900, visit us at everestbroadband.com, or if you like, reach us by mail. It will get through.

Branding
a stock symbol.



In one second you'll know if she's the real McCoy.

Identity theft is the fastest growing crime in America. Last year alone it cost companies over \$25 billion.

Use of false IDs to buy age-restricted products is also on the rise.

To solve these problems, Intelli-Check® created their patented identification verification system: ID-Check!

ID-Check is the only device that can read all currently encoded US and Canadian driver licenses and US military ID cards that are AAMVA/ANSI/ISO compliant.

In one look and literally one second you'll know whether it's valid proof or false identification.

Companies as big as Trump Hotel & Casino Resorts, Inc., and as small as Zitomer's Pharmacy are now using ID-Check for ID verification.

To protect your company from being vulnerable to transactions involving fraudulent identification, call us or visit www.intellicheck.com today.

Because some not-so-real McCoy could walk in tomorrow.



ID-CHECK
By INTELLICHECK, INC.
1-866-864-3243

American Stock Exchange Symbol: ID

© Intelli-Check, Inc. 2000

Branding a book...



**ANYONE
WHO
COULD
MAKE
AND LOSE
AND MAKE
AND LOSE
AND MAKE
AND LOSE
GAZILLIONS
OVERNIGHT
DESERVES
THEIR
OWN
MAGAZINE.**

dotCEO
magazine

To qualify for a FREE subscription, visit www.dotCEO.com.
To advertise, contact Publisher Carol Evans: 212-687-8288 or cevans@dotCEO.com.

and a conference.



All they had to worry about was
winning World War II.

On November 28th and 29th, more than two hundred Chief Executives will assemble at The World Trade Center in New York to decide something more important than the fate of the free world: The future of their companies.

Register now to be among them.


To marshal the power of corporate alliances in the B2B world, you'll want a seat at *Chief Executive* magazine's second annual CEO eConference. Call (212) 687-4282 or log on to www.chiefexecutive.net.



Branding
a marketplace.

**FINALLY.
A WEBSITE DEDICATED
TO THE CHIP,
THE WHOLE CHIP,
AND NOTHING BUT
THE CHIP.**

Introducing SemiSales.com. From sand to specs. Wet chemicals to wafers. Producing or procuring. If you have anything to do with manufacturing semiconductors, this portal is for you.
An e-marketplace created, managed and monitored by guys born with a silicon spoon in their mouth. So full of resources and industry information the only question you'll ask is, "what took you so long?"

 **SemiSales™**
.com

Branding a new company.

FINANCIAL TRADE

There are those bankers who truly believe that running a few promotions or giving away clock-radios is cutting edge. And there are those bankers who truly believe that doing that is anything but. If you're the second type, you're our type.

To us, innovation goes far beyond what has traditionally passed for it in the banking industry. For example, as e-experts in remote banking, we can help you take your remote delivery channels to

your customers.

Our e-expert products make it possible for you to offer customers just about anything they need, from any location you choose. Right now, with our technology, you can offer your customers automated checking accounts, mortgages, lines of credit, or second, unsecured, or pre-approved loans. You can also issue credit cards, home equity products, auto-renewals, and property and casualty insurance.

And, as e-experts in automating, decisioning, authenticating, validating, and integrating with your legacy systems, we'll help you maximize profits wherever your customers enter the bank.

So, if you're someone who agrees that offering free checking isn't exactly state-of-the-art banking, give us a call at 1-888-AFFINITY. (It's free.)



If this is your idea
of innovation,
turn the page, quick.

Branding their new business product.

There used to be a few logistical problems associated with trying to move a mortgage branch to a new location. Not anymore. Because you can put an Affinity Mortgage Machine wherever you want, whenever.

At an Affinity Mortgage Machine, your customers can apply for a mortgage anytime, 24 hours a day, 7 days a week. And they can close faster than the old fashioned way.

In fact, while the customer is standing at the machine, loan processing functions are taking place electronically, including ordering appraisals, flood zone certifications, title, and a credit report.

What does this mean to you? For one, volume increases, which helps increase your market share. It also helps you reduce your costs by letting your employees focus on other tasks.

Right now, with our technology, you can offer your customers high LTV second, refi's, and money mar-

gage loans. Other Affinity products for financial institutions include property and casualty insurance, home equity loans, consumer secured, unsecured, and pre-approved loans, lines of credit, auto purchase vouchers, automated checking accounts, and credit cards.

So, call us at 1-88-88-AFFINITY. And try not to think about all the truck drivers you'll be putting out of work.



Great concept.
Poor execution.

Branding their new consumer product.

If THEY WALKED UP TO A LOAN MACHINE THEY'D GET THEIR MONEY.



IF THEY WALKED UP TO A LOAN OFFICER THEY'D GET ARRESTED.

Some perfectly acceptable loan candidates can seem a little suspect in person. But at an affinity LoanMachine, only your credit needs to make a good impression. It works like an ATM, and if you're approved, it gives you a check on the spot. And you're free to go.

CALL TOLL FREE 1-88-88-AFFINITY FOR THE LOCATION NEAREST YOU. |

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A brand repositioning an industry.

STRATEGIC

"The greatest gift a parent can bestow upon a child is not money."
This ancient Chinese proverb has a lot of meaning to Pennant Systems. Back in 1981, we began providing our clients with solutions to do the job that is what we need you, has been called "printing."
Pennant is redefining printing to mean more than

information on paper. Printing is the presentation of information.
Whether it's a customer statement, a technical manual, or an invoice sent to a client, Pennant makes sure your company's critical information is presented in a way that is easy to use, easy to read, and is always there when needed.
Our full range of advice, printers and software

manages the way information flows through your entire organization. This advice will save you both time and money at two levels: first,
Pennant can make sure you get the most out of your IT as well.
The next to print and deliver your information on time is highly critical to your overall success. We can develop a strategy to control the process, and make it

more cost effective.
No matter what business you're in, we can help you. A Pennant representative would be happy to help you understand the way your company is printing.
Call 1-800-PENNANT for information on our full range of printers, software, maintenance, and other services. There's always a way to do it right.

PENNANT SYSTEMS, EXPLAINED:

父母親給子女最大的禮物
“羽翼豐壯，認識人生。”
-CHINESE PROVERB

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Redefining Printing.
PENNANT
An IBM Company

Not a bad read either.

At the people of Pennant, we work to help
a more perfect business world, timely, available and
with a new definition of printing.

We call it precision.

In Pennant's™ The 100 Printing Systems
Company, we realize that you don't always need to
print information. And with our printing systems, you

can deliver information faster at 10-15 offers, more
cost-effective rates. Our computer systems and lines
at an office close the full 15 across the country,
backed and ahead. With every color, graphics,
logo, and more.

What you get out of all this is a single solution
in printing and paper costs. Log in because you print

only what you need, when you need it, in the best
time and place.

But we're not stopping the paperless effort.
Just as often with low paper, you'll also have to put
more on a page, and allow us to do so through offers
more printing systems options than Pennant. All with
the best service in the business, with coverage available

24 hours a day, 7 days a week, 365 days a year.

Which means we're there for you every step of
the way from the management and distribution of
information right down to the printed page.

Call 1 800 455 5551 for more information.
It will be worth considerably more than the
page it's printed on.



**IT'S THE INFORMATION THAT'S
IMPORTANT, NOT THE PAPER.**

Redefining Printing
PENNANT
The 100 Printing Systems Company

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Tactical

As a former coach, we said, "A football does not
a football talk."

Might we agree we said it. The point is, everyone
has access to the same equipment and technology,
but what separates winners from losers is having the
right strategy.

Every day, we help companies achieve their
strategic goals. We're Pennant Systems. The **HPD** Printing

System Company.

And for over 30 years, we've
helped our clients design and implement strategies
not just for printing their company's data, but preventing
it as well. With one of our strategic, computer-integrated
solutions, we've reduced ink and paper use, which
helps our clients keep costs down throughout. And it
can be viewed on screen, ready for use, 24/7.

We know how crucial the generation of
information is. That's why we offer a more complete
line of products than **Printnet™**. From heavy-duty
file servers to rapid print servers, from **HP** printer
peripherals to **225** pages per minute. You name the
product, we've got the printer.

But we won't just sell you the equipment. We'll
provide maintenance coverage. 7 days a week, 24 hours

a day. (Think of us as the **Super Bowl Sunday**.)
Our software development team can help you keep your
systems running smoothly. And we have consulting
and sales services to help you decrease your printing costs.

Call 1-800-PENNANT and we'll send you
more information.

Because without Pennant, you just may find
yourself on the sidelines.



**ANYONE CAN SELL YOU
THE EQUIPMENT.
IT'S HOW YOU USE IT
THAT COUNTS.**



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Redefining Printing™
PENNANT
The **HPD** Printing System Company

Differentiating a brand.

HIGH CONCEPT: YELLOW ANTENNA



Creating an ingredient brand.

HIGH CONCEPT: FROM HANDSET TO ADDED OEM VALUE.



YOU WON'T MISS A THING.™

Branding an industry.

The XEROX logo is displayed in a bold, black, sans-serif font. The word "XEROX" is followed by a registered trademark symbol (®). The logo is centered within a white square, which is itself centered on a green background.

Horizontal
(Best read advertising
5 years in a row.)

FORTUNE MAGAZINE

Xerox introduces the two-faced copy.



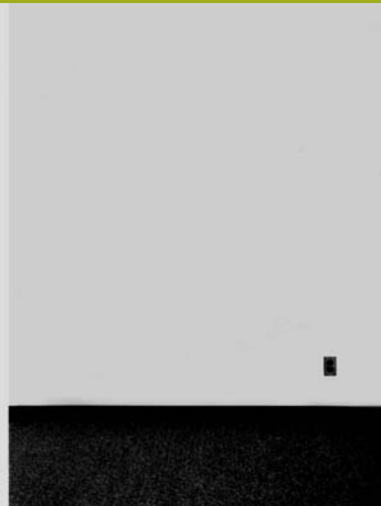
Xerox discovered a vast
world on the back of every
copy. A blank piece of paper.
So Xerox first created a whole
new kind of copier. The only one
in the world that can copy on both
sides of a sheet of paper.
Automatically.
With the Xerox 4000 copier,
it only takes the press of a button
to copy the second page. Right
on the back of the first.
Normally, as with all Xerox
copiers, the 4000 makes copies on
ordinary commercial paper—
including your own letterhead.
That means you save a lot of
things. Expense of filing space, for
one. And the trouble of that paper
you really have to use as well
as file.
Why, more, the 4000 turns
out its first copy in just seven
seconds. The rest of the run of
45 a minute.
And to change the size of the
paper—from memo to legal size—
you only press another button.
All that, the Xerox 4000 two-
faced copier isn't just the model
of convenience.
It's enough to make you think
once before you consider any
other copier.

XEROX

INTRODUCING THE PORTABLE COPIER FROM XEROX.

Funny, it was here a minute ago.
Somebody probably rolled it to
Merchandising to make copies of their
price lists and brochures.
Or to the Law Department to copy
some contracts and proposals.
Or to Accounting to copy some
pages from their ledgers.
The Xerox 3100 portable copier.
The one on wheels.
You can count on it for making
copies, if not for making ads.

XEROX



The reason Xerox makes twenty-two different copiers.

Like a suit of clothes, one size copier
doesn't fit all.
Which is why Xerox makes copiers
and duplicators that are tailored to fit
businesses of every size and shape.

Everything from a \$2.00 a day desk top
copier to the most advanced duplicator ever
developed. The Xerox 9200 Duplicating System.
And in between we have portable copiers,
large document copiers, two-sided copiers,
color copiers, reduction duplicators and
microfilm printers.

And we tailor our pricing plans
as well.
So whether you're a general store
or a General Motors, Xerox can guarantee you
a perfect fit.

XEROX

Xerox introduces the Information Outlet.

If you're wondering how Xerox will handle information in the '80s, the hand-writing is clearly on the wall.

We call it the Information Outlet — a new way for you to connect, design, and manage information systems that will give you maximum flexibility with minimum expense.

That's how it works. The Information Outlet gives you access to a great Xerox Information Outlet that can find a variety of office machines, including information systems like the Xerox 860, various electronic printers and filecabs, or even computers. The Xerox Ethernet network will enable people throughout your company to create, store, retrieve, print and send information to other people — either locally or nationwide.

This network wasn't designed to work exclusively with our equipment. Other companies' products can be connected as well.

As your needs change, so can your network. You'll simply plug in new machines as you need them — at technology developments come. So, through the Xerox Information Outlet, you'll get to the future the way the future itself will get here.

The step is a sure.

XEROX

Our new typewriter has more memory than what's their name's.

You know who we mean. The one that sells the most typewriters. The fact is, our new typewriters simply outclass theirs.

You see, not only can secretaries use the Xerox 680 Memorywriter just like the simple electric they're used to. But it also comes with a memory that saves them an incredible amount of time and trouble.

It handles margins, tabs, column alignment, indents, centering and underlining with unbelievable ease.

And can automatically erase what's been typed. Not just character by character, but entire lines at a single touch.

It lets you use three different type sizes and proportional spacing. All on one machine.

And the 680 Memorywriter remembers about 30% more characters than you-know-who's comparably priced model.

That's 30% more addresses, dates, names, phrases or entire paragraphs that your secretary doesn't have to keep retying.

What's more, with any of the Xerox Memorywriters, you'll be able to add as much memory as you need. As you need it. Without changing machines.

So when you need a new typewriter, don't settle for an ordinary electric.

INTRODUCING THE XEROX MEMORYWRITER

Especially when you can get your hands on a Xerox Memorywriter.

The typewriter that'll make you forget everyone else's.

For information, call 800-648-5888, operator 668, your local Xerox office, or mail in the coupon below.

Please have a sales representative contact me. I'd like to see a demonstration. Please send me more information about your new Memorywriters.

Mail to: Xerox Corporation, Box 24, Rochester, N.Y. 14608.

Name _____ Title _____

Company _____

Address _____ City _____

State _____ Zip _____ Phone _____

XEROX

Vertical



The paperwork for Jones vs. Mulligan took up more space than Jones and Mulligan.

It didn't have to. Since many legal documents are over-size, it makes sense to have a duplicator that makes reductions. Xerox duplicators can reduce over-size documents down to easy-to-handle 8 1/2 x 11 sheets, and automatically sort and collate entire reports at a copy per second. Which saves a lot of filing space and mailing costs. And both lawyers and their clients can have copies of documents, contracts, deeds, mortgages, loan papers, or tax forms that are true to the originals.

Of course, all our Xerox duplicators use ordinary

bond paper. Or letterhead. Or standard forms. Or just about any other kind of paper you want to copy on. These are just a few of the many ways Xerox duplicators are helping the legal profession. If you'd like to know what our duplicators can do for your business, call Xerox. We'll be happy to present our case.

XEROX



"Did anyone see the 2 rabbits that were due in Des Moines, Tuesday?"

Occasionally, freight in a terminal can get mishandled or misplaced.

Usually it's due to faulty communications.

Which is why many trucking companies use Xerox duplicators.

By simply color-coding dock paper flow, for example, they can avoid mix-ups and help control the movement on their loading docks.

And by reducing and reproducing exact copies of bills of lading onto pre-printed freight bill forms, they can avoid transcription errors.

Just as Xerox duplicators are helping people in the transportation industry, they're helping businessmen in all industries.

For more information, call Xerox. We'll help you keep things moving.

XEROX


Corporate

"The Pursuit of Youth"
A Xerox Season Presentation. Thursday, May 30.
10 P.M. EDT on NBC-TV Network.

Americans spend an incredible amount of time and billions of dollars trying to make themselves look young.
On May 30, Xerox will sponsor a 60-minute

special exploring our obsession with youth, and why we are afraid to grow old.
Tune in. It won't make you any younger but it may make you a little wiser.

XEROX



Personification
of a brand.



"It's a miracle."

Coincidentally.

“People who have influenced technology marketing most.”

A18

TECHNOLOGY MARKETING

NOVEMBER 11, 1996 • ADVERTISING AGE

Execs a byte ahead of pack

**Allen Kay, chairman,
Korey, Kay & Partners**

Brother Dominic, the monk in Xerox's award-winning advertising dating to the '70s, is a classic in the annals of high-tech advertising. Allen Kay is the man behind the monk.

The original Brother Dominic TV spot (first aired in 1976) was named one of the 50 greatest TV commercials by *Advertising Age*, and the overall campaign, which gave a warm glow to photocopier advertising, is now in the Clio Hall of Fame. The campaign included eight commercials and ran until 1982. During that period, the Brother Dominic character took on a life of his own.

At times, "the monk character actually made Xerox sales calls himself," Mr. Kay recalls. "There was one Fortune 100 account Xerox was trying to crack, and they couldn't get in. Jack Eagle, who played the monk, said, 'Let me take a crack at it.' He walked into the chairman's office in his monk robe ... [and the prospect] became a Xerox client. Brother Dominic opened the account."

The 50-year-old Mr. Kay, now chairman and director of strategic planning at Korey, Kay & Partners, New York, worked as an art director/writer at McCann-Erickson upon graduating from Art Center College in Los Angeles in the late 1960s.

He developed the Brother Dominic campaign as creative director on the Xerox account at Needham Harper & Steers, New York.

Asked his philosophy of high-tech advertising, Mr. Kay says, "Always keep people in mind. Always remember what benefit the technology provides, because that's what people are interested in. What it is isn't important—what it does is. Think of what you're doing in terms of flesh and blood. By nature, machines are cold. Warm them up."

The challenge for advertising professionals, he adds, is to take a technology product and "translate it into human terms."

key players



Allen Kay