

Lightning Fastener Co. Limited

WOMEN'S WEAR CAMPAIGN 1965

Reference

The major advertising objectives of our 1965 Women's Wear

Campaign are:

- 1) To REGISTER LIGHTNING FASTENER CO. LIMITED as the only

zipper zipper has replaced all other zippers and

is the only zipper that the garment manufacturer

WOMEN'S WEAR CAMPAIGN 1965

is using today in style and quality requirements.

- 2) Through common registration register with the

manufacturer that zipper zipper zipper is great

consumer demand and would represent the difference

in selling to the retailer.

- 3) To register with the retailer that products bearing

the Lightning logo have the better chance of selling

and actually are better quality with more features

than

It is therefore obvious that we **Presented by Vickers & Benson Ltd.**
Toronto, October 21, 1964.

will a sustained attack not only on the consumer but the

manufacturer and retailer at the same time.

VICKERS & BENSON LTD.



Lightning Fastener Co. Limited

3.

WOMEN'S WEAR CAMPAIGN 1965

Creative Strategy - 1965 (Contd. 2.)

A review of the Lightning Fastener market situation has led to recommendations which mark a major departure from previous years.

It is necessary before we make our recommendations, however, to re-state some of the facts the review uncovered. Some of these are the reasons for our recommendations.

According to Lightning personnel, the Company now has approximately 60% of the fastener market (this includes everything from men's wear to leather goods).

Lightning makes a quality nylon zipper, which is more expensive than others on the market. These quality differences are not always apparent at first, but show up during the life of the garment, making it difficult for a manufacturer to believe that quality differences exist. Many manufacturers are not concerned at all with the quality of a zipper. Compounding the problem are the "deals" that other fastener firms are willing to make.

Lightning does not believe in "deals" as a matter of policy.

A recent review also pointed out that the Lightning advertising was not reaching the right market.

Lightning Fastener Co.Limited

4.

Creative Strategy - 1965 (Cont'd.)

Despite these problems, Lightning Zephyr has made successful inroads in selling the more expensive dress manufacturers. The tough market to crack has been the low-price dress market where many manufacturers are still using the cheapest metal zippers they can get.

To combat this market situation with stronger ammunition, our recommendation for 1965 is to hit metal zippers hard while Lightning Zephyr commands the major share of the nylon fastener market. It is our objective to make Zephyr nylon fasteners a virtual necessity in women's wear, whatever the price.

For maximum impact for our message, each advertisement will contain one single idea. These ideas will be simply stated, designed to be read as quickly as a newspaper headline. The layouts are attention-getting with a lot of white space to draw the eye to the central idea. All advertisements will demonstrate the advantages of Zephyr nylon over metal in women's wear. All will tie in strongly with the Lightning tag. They will also illustrate that Lightning is synonymous with "Fashion".

LIGHTNING FASTENER CO. LIMITED
Creative 1965

October 20, 1964
/jg

head: Even though Carolyn Ward paid only \$16.95
for this dress, she wanted full value for her
money. So she looked at the zipper.

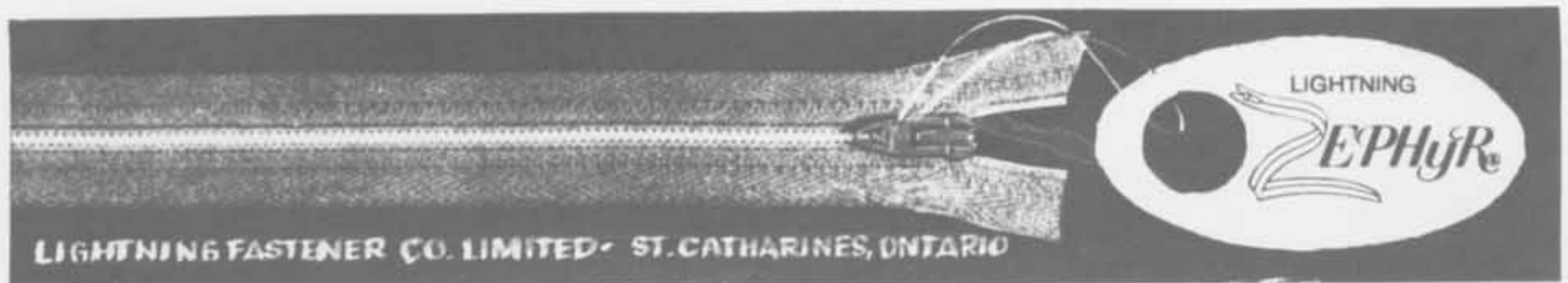
text: She knew that if a manufacturer would spend
more on a fashion to put in the best zipper --
a Lightning Zephyr nylon zipper -- he wouldn't
cut corners where you couldn't see them.

sig: T.M. Reg'd. LIGHTNING FASTENER CO. LIMITED
St. Catharines, Ontario



Even though Carolyn Ward paid only \$16.95
for this dress, she wanted full value for her money.
So she looked at the zipper.

She knew that if a manufacturer would spend more to put in the best
zipper — a Lightning Zephyr[®] nylon zipper — he wouldn't cut corners
where you couldn't see them.



LIGHTNING FASTENER CO. LIMITED - ST. CATHARINES, ONTARIO