

TO Mr. T.J. O'Malley / CLIENT LIGHTNING FASTENER COMPANY LIMITED
SUBJECT Time Magazine
FROM Bruce Scott JOB No. 1285

When Gord Nixon talks about the "feel" of the garment business and advertising for Lightning he is basically talking about three things:

- 1) Using the terms of the industry.
- 2) Showing the product as such and making it attractive. An example of this is the four-colour job we did in Time on the separating zipper.
- 3) As we merchandise all advertising back to the trade, any consumer ad should carry something compelling for the retailer and the manufacturer. In short, the retailer and manufacturer should feel that Lightning is doing something for them and they should be able to relate it to a line or situation where sales can be increased and consumer demand is accelerated.

Regarding the Time advertisement:

- 1) I agree we run into a conflict of interest here. Conner stated in the meeting he wanted a corporate story. Nixon wants something that is possibly a little more catalogue in nature that we can say does something for the retail trade.
- 2) I think Nixon realizes that he cannot do too much with this advertisement. If we show a family in a happy situation on the ski slopes wearing the fashionable ski jackets and pants, I think the advertisement should not run in Time. We have too limited an audience specifically for skiing and in essence, if we talk about winterizing the family in terms of every day people's outerwear and boots, a different mood has to be established completely.
- 3) Nixon does not disagree with the feel or the mood of this particular layout. He does question the headline that does not automatically flag that we are talking about clothing or that we even show a zipper in the advertisement. In this particular case, I think the showing of a zipper has been killed in that it would change your entire approach and bring it straight down to a catalogue advertisement.

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- 4) Though we are talking Lightning zippers in this ad covering the O2 for ski pants, the O4 for footwear, and the O6 for outerwear, we automatically run into another problem with the O6 for outerwear in that very few manufacturers are using the nylon zipper. They are still messing around with the metal one. Nixon sees this as a problem when he relates it directly to the trade. But one of the purposes of the advertisement is to upgrade manufacturers and retailers into what could be the popular demand of the future.
- 5) Assume in the illustration that we would show the family, possibly in action, with the child in an outerwear, the daughter possibly in a ski outfit, the father in a heavy outerwear with the mother in probably ski pants, ~~outerwear~~ and a lighter outerwear.

Actually the real problem here is the focal point of the ad. Personally, I think we have to establish mood and think your illustration on the left carries this through providing we can flag both the consumer as to clothing and make the retailer and manufacturer feel we are creating demand in a specific area or a specific line. I don't know how you can combine the catalogue aspect other than arrows pointing to the type of zipper that you discussed in the meeting with Nixon and Conner.

BSS/am

Bruce Scott

c.c. Mr. W.B. Bremner

