



# Third Person, Inc.

Advertising & Web Design from your Customer's Perspective



Brady Corporation unveils the new 2008 Annual Report designed by [Third Person, Inc.](#)

**MILWAUKEE, WI** - For this year's Annual Report, Brady Corporation wanted a very simple design. However, to ensure that the design would not be "plain", Third Person recommended developing a cover that engaged other senses.

"We suggested printing on very tactile surfaces, such as leather or specialized papers that feel like velvet," said Michael Caughill, Partner at Third Person, Inc. "Our colleagues at Brady loved the idea. Unfortunately, cost and printing limitations rendered these initial ideas unfeasible."

Third Person, with the input of with the printer and the client, eventually found a solution that had the look and feel of a leather cover without the cost -- a double-hit of a special soft touch aqueous during the printing process.

"It was quite a challenge to find a solution that met all the requirements, but we did it." said Caughill. "The result is a wonderful annual report that we're all proud of."

A THIRD PERSON PERSPECTIVE:

## Think twice before cutting your marketing budgets during a recession.

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**Businesses that maintain - or even increase - their marketing budgets during tough economic times are more successful than their "cutting" competitors.**

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When economic times get tough, businesses often believe that slashing their marketing and advertising budgets will give their ailing bottom lines a quick fix.

While it's true that cutting marketing expenses is simple -- it's probably not the best business strategy for dealing with challenging economies.

### GET THE FACTS BEFORE YOU CUT:

- "Sales and profits can be maintained and increased in recession years and immediately following by those who are willing to maintain an aggressive marketing posture." *"How Advertising in Recession Periods Affects Sales," American Business Press, Inc., 1979*
- During the 1974-1975 recession, "Companies which did not cut marketing expenditures experienced higher sales and net income during those two years and the two years following than those companies which cut in either or both recession years." ABP/Meldrum & Fewsmith study, 1979
- "Business-to-business firms that maintained or increased their marketing expenditures during the 1981-1982 recession averaged significantly higher sales growth both during the recession and for the

[Click here to view other work created by Third Person, Inc. for Brady Corporation.](#)



Do you know anyone who could benefit by working with an agency that truly cares about its clients?

If so, please consider suggesting Third Person to your colleagues.

Thank you!

following three years than those which eliminated or decreased marketing." McGraw-Hill Research. Laboratory of Advertising Performance Report 5262 New York: McGraw-Hill, 1986

- "The rationale that a company can afford a cutback in advertising because everybody else is cutting back [is fallacious]. Top executives should cash in on the opportunity that the rival companies are creating for them. The company courageous enough to stay in the fight when everyone else is playing safe can bring about a dramatic change in market position." Nairman K. Dhalla, "Advertising as an antirecession tool," *Harvard Business Review*, Jan.-Feb. 1980

### **THE BOTTOM LINE:**

**Slashing your marketing budget may improve your bottom line now, but it will cost your business dearly in the future.**

### **Experience a difference . . .**

When you choose to work with a different kind of marketing and advertising agency.

By always approaching advertising and strategic marketing communications from the end user's point of view, Third Person is able to create unique, appealing, and effective communications that speak directly to the people that matter most -- **YOUR CUSTOMERS.**

If there's any way that we can help you be more successful, please give us a call at 414-221-9810 or email [michaelcaughill@third-person.net](mailto:michaelcaughill@third-person.net). We're here to help you.

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