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Courage is resistance to fear,
mastery of fear - not absence of
fear. Except a creature be part
coward it is not a compliment to
say it is brave. ~Mark Twain,
Pudd'nhead Wilson's Calendar,
1894

Simplicity is often a forgotten principle of sound communication. People are far more likely to remember a *single-minded* proposition. The lengthier and more complex any communication becomes, the less likely that anything will be retained.

In advertising, as in any human communication, *less is more*.

Throughout history, the world's greatest communicators have observed this dictum. They've been gifted with the ability to distil often-complex notions into simple, and nearly always emotional, *one-liners*.

It is also the distinguishing hallmark of all great enduring advertising campaigns. The skill in achieving simple expression is only exceeded by the skill in resisting the *relentless pressure* to be complex.

Some years ago, research showed that 85% of all television and radio advertising was simply ignored. More recent research confirms that the majority of all advertising matter is not even processed by the brain.

The television or radio may be switched on, but not the consumer's mind. Eighty percent of the time the medium's output is *insufficiently seductive* to distract us from even the most humdrum of the everyday household and work routines.

de Bono laments:

"It has been clearly shown that the average student's concentration lapses after 20 minutes and that around 90% of material spoken in a lecture is forgotten."

"Yet many universities still rely heavily on the one-hour lecture as a central part of the teaching process."

Winston Churchill was even more emphatic. His frequent wartime requests were prefaced:

"Pray let me have this by this evening on one side of a single piece of paper..."

So keep it simple. Less is more.