

## **Buy Now And Save**

by Ulrik Remy

If you have a product to sell, you'll have to advertise. If you don't have a product to sell, you'll have to advertise even more.

The only product that does not need advertising is bottled water. And even those companies spend significant portions of their revenue on advertising. Probably because they have to generate something to put into their balance sheet under "Cost" – it can't be the cost of production, that's for sure.

I had this idea for a new product, you know – the target group are desert trekkers. People who walk, ride, crawl, or swim across the great deserts on this planet. Sahara, Gobi, Takla-Matan, downtown Los Angeles. A rather small yet close-knit community. They have to carry water around, big, heavy bottles or barrels, because without water, there's no chance for survival. Not even in the desert.

My new product is not heavy. It doesn't require large, bulky bottles to be schlepped around, it comes in portion bags the size of an envelope, a regular briefcase will hold a 3-month supply. Best deal is the family pack for the thrifty backpacker. Every single portion bag holds 2.5 grams of water powder. If you're out there, and you're thirsty, just take out one of those pouches, open it, add water and...

With the right advertising, it would sell, just like bottled water. People buy that kind of stuff every day. Solar-powered flashlights. Russian parachutes that open on impact.

People buy stuff they really need, too. Once a month, and it's not really exciting. There's hardly ever a special deal on eggs, or bacon, or milk. And if there is, make sure you get that extra cheap super value we-take-good-care-of-your-wallet piece of a dead cow in the oven before it starts moving or turning green.

On the other hand, some people will eat calf liver for a full week, just because it was "buy 3 and get 2 at half price".

People love to save. Now, let me rephrase that: People love to think they save. Let me take another shot at that: People love to spend money on the thought they might save.

That's where advertising comes in. And that's why the advertising industry is listed under "creative". God created mankind. Advertising creates a certain kind of consumer. The informed, enlightened, critical kind – kind of.

The kind that will buy a new car now, because the deal – 10% below factory invoice, 18 months zero-per cent financing – is set to expire at midnight. They can even get 24 months of interest-free financing, for only a slight increase in the application fee.

The kind that will sign up for free long distance calls, even though they call Grandma only once a year, maybe twice – because it's free, you see, here on the flyer it says "free". The \$45 monthly service fee comes as an unobtrusive part of the phone bill.

The kind that will spend \$10 in gas money only to take advantage of extra low prices at a SuperCenter somewhere in the Everglades – every day, because it says "Everyday Low Prices".

I'm not one of those. Sure, I will always hunt for the best deal in town. But the best deals are found at local businesses who don't have an advertising department and don't run ads in the papers that make for a full section. The money they save on advertising is money in your pocket. Take my car dealer as an example. That guy is so cool, so relaxed – if he was any more laid back, he'd be dead. Once a week, he gives his cars away – for free! No application fee, no hidden charges, no games, no gimmicks. Plus, free hot dogs and free pop soda with only \$25,000 admission.

Can't beat it.