

Study of 100 advertising proposals

WON vs. LOST

Humans are hardwired to dismiss facts that don't fit their viewpoint.

- [Adrian Bardon](#), Professor of Philosophy, Wake Forest University

FACT: Tom Brady spent the first 20 seasons of his career with the New England Patriots, playing in nine Super Bowls and winning six of them, both of which are the most of any player in NFL history.

In the psychology of human behavior, denialism is a person's choice to deny reality as a way to avoid a psychologically uncomfortable truth.

- [Adrian Bardon](#), Professor of Philosophy, Wake Forest University

Denialism is an essentially irrational action that withholds the validation of a historical experience or event, when a person refuses to accept an empirically verifiable reality.

- [Adrian Bardon](#), Professor of Philosophy, Wake Forest University

“Motivated reasoning” is what social scientists call the process of deciding what evidence to accept based on the conclusion one prefers.

- [Adrian Bardon](#), Professor of Philosophy, Wake Forest University

BIG takeaway:

Very little is universal.

What are the repeatable patterns of success?

Rep says... “It sure would be nice if” often kills proposals.

79 percent of our test users always scanned any new page they came across; only 16 percent read word-by-word.

Hyer-Hillman/BSM study of 1200 pages

Won business:

-65% had three price options

Option #1 was the most expensive.

-Average page count was 7 or less

-45% had less text than those that lost

-Less text on specs and deadlines

-Far more pictures and examples

-55% featured testimonials or case studies

Lost business:

- Average page count was 9+**
- 35% had three price options**
- 55% had more text than those that won**
- Over 50% included specs and deadlines**
- More text than pictures**
- 45% had no testimonials or case studies**

- Highlighted keywords**
- Bulleted lists**
- One idea per paragraph (users will skip over any additional ideas if they are not caught by the first few words in the paragraph)**
- The inverted pyramid style, starting with the conclusion**
- Half the word count (or less) than conventional writing**

- Way too much text**
- Always give options**
- Save specs for after the sale**
- Proposal should not replicate a conversation**
- Close dates not needed in a proposal**

PARTNERSHIP PACKAGES

DOMINANT PLAN	COMPETITIVE PLAN	BASIC PRESENCE PLAN
Be Well Philly Fest Sponsorship	Be Well Philly Fest Sponsorship	Be Well Philly Fest Sponsorship
June/July Issue Full Page	June/July Issue Full Page	June/July Issue One-Third Page
@PhillyMag Live Takeover	@PhillyMag Live Takeover	@PhillyMag Live Takeover
(1) Custom Content Post with Targeted Social Support	(1) Custom Content Post with Targeted Social Support	
Influencer Integration		
One-Day Site Takeover on Phillymag.com		
ADDED VALUE • 2x E-Newsletter Sponsorships • 100,000 ROS impressions	ADDED VALUE • 1x E-Newsletter Sponsorships • 50,000 ROS impressions	ADDED VALUE • 50,000 ROS impressions
Total Investment: \$45,250 net Total Estimated Impressions: 2,540,000 + Influencer Impressions	Total Investment: \$30,250 net Total Estimated Impressions: 2,040,000	Total Investment: \$17,800 net Total Estimated Impressions: 1,840,000

June/July Issue Material Deadline & Be Well Philly Fest Sponsorship Deadline: May 18th





Phillymag.com One-Day Takeover

Vizzy will be front of mind for Phillymag.com online readers through a high-impact, full site one-day takeover.

This is an ideal opportunity for Vizzy to “own” a specific day or time period and make a splash during key campaign timing.

Sponsorship Benefits:

- Ownership of all available inventory across Phillymag.com
- Includes desktop and mobile platforms

Timing: One-day takeover (Weekday)

Suggested Date: Leading into Memorial Day or July 4th

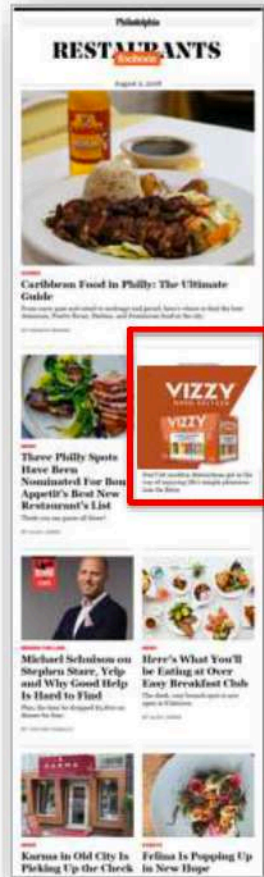
Investment: \$10,000 net

Guaranteed Impressions: 450,000

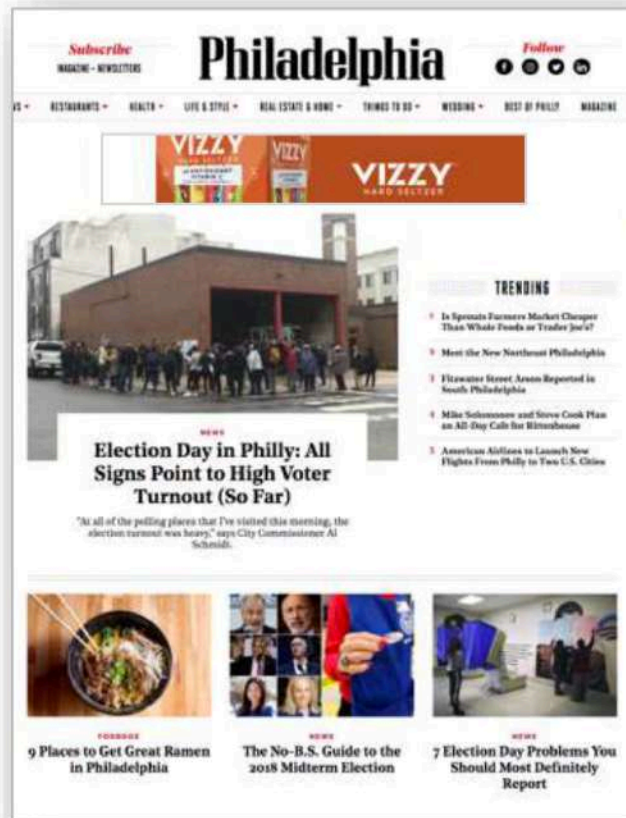


Mockup for presentational purposes only

VIZZY
HARD SELTZER



(2) E-Newsletter Sponsorships



Run of Site Media



Mockups for presentational purposes only

Get in Front of Prominent Brands....

With The Most Trusted Name in Franchising



You're in good company...



"I consider Farm Equipment to be a vital piece of our marketing plan each year." –Sam Price, Kubota



"Each year our leads get better and better. We feel that Farm Equipment offers best in class marketing solutions." – Donna Ryan, Conagra



"After 15 years, I can truly say that Farm Equipment keeps up with the trends in digital and offers results. - Dave Bayer, John Deere



JOHN DEERE



Woods Equipment Company



Woods Equipment Company



JOHN DEERE

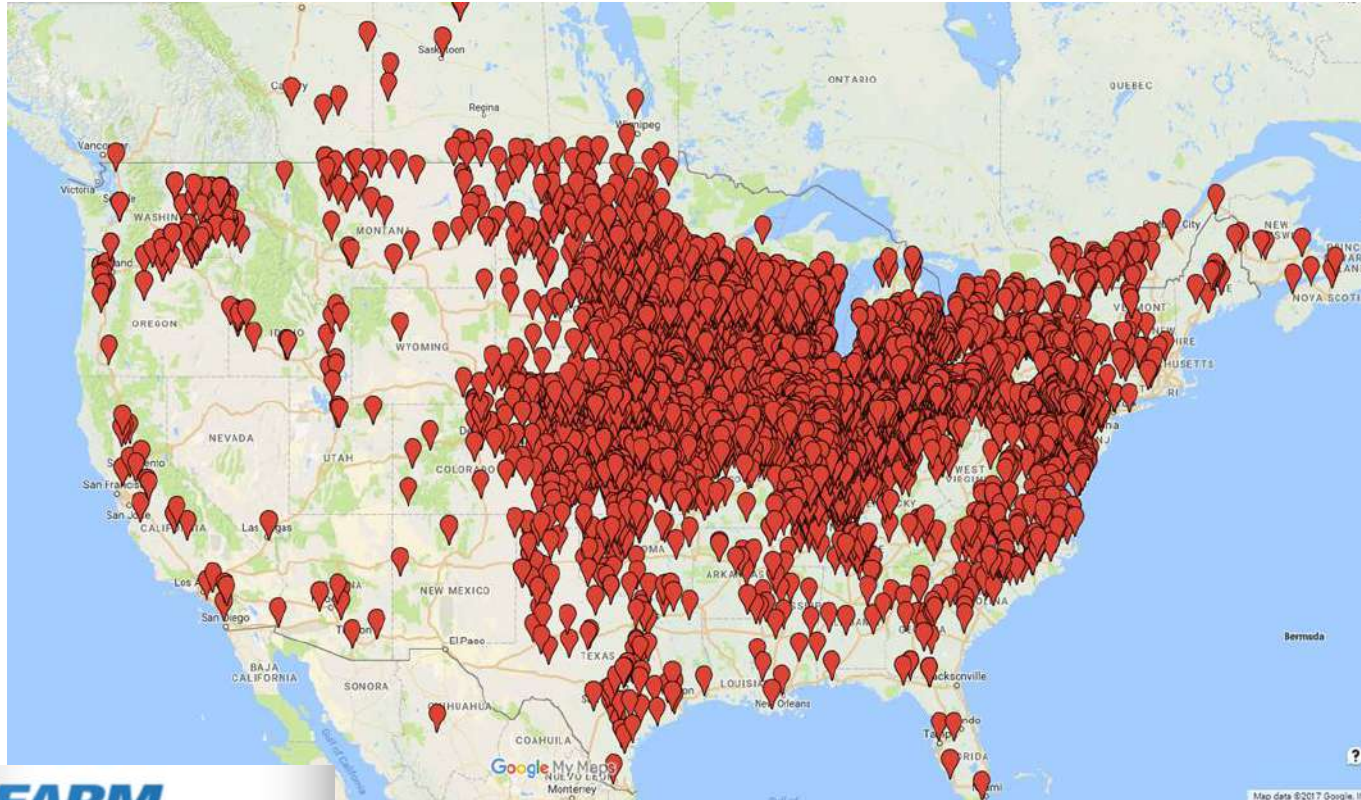
Farm Equipment Suite of Marketing Options - EVENTS



1500 annual attendees
Sold Out every year
125 annual sponsors



Our audience at a glance...



Contact: David Foyt, david@lessitermedia.com – 312-777-2411 -

All data presented is for educational purposes.