

Engineering News



ALTEC LANSING

A Division of SWEET LING ALTEC, INC.

1515 S. Manchester Avenue,

Anaheim, California

Technical Letter No. 160

From time to time, the Advertising Department here at Altec receives requests from Altec Sound Contractors to help them lay out an advertising and sales promotional program that can be initiated in their local marketing areas.

To provide a service of this nature to an individual Sound Contractor's requirements would involve a concentrated undertaking of analyzing his particular market and procedure of business operation. Since this is not feasible, we do however, plan, create and develop, consistently, promotional material available for use. Aside from our ever-increasing catalog sales sheets that are contained in the Green Sound Manual, we provide various brochures that cover sound installations for Schools, Churches, Airports, "Giant Voice" Systems, "Voice-of-the-Theatre" Systems, and a general over-all brochure, Altec's 1966 Planning Guide for Architects and Engineers -- Sweet's Catalog (see -- example #1). These particular brochures can be utilized by an Altec Sound Contractor, very effectively, as part of a direct-mail program directed to the responsible buying factor involved in projects as outlined above.

There are many avenues of advertising and promotional activities that can be planned and effectively bring results. Altec, basically, provides you with a number of tools to work with, such as: --

AD REPRINTS FROM ALTEC NATIONAL ADVERTISING



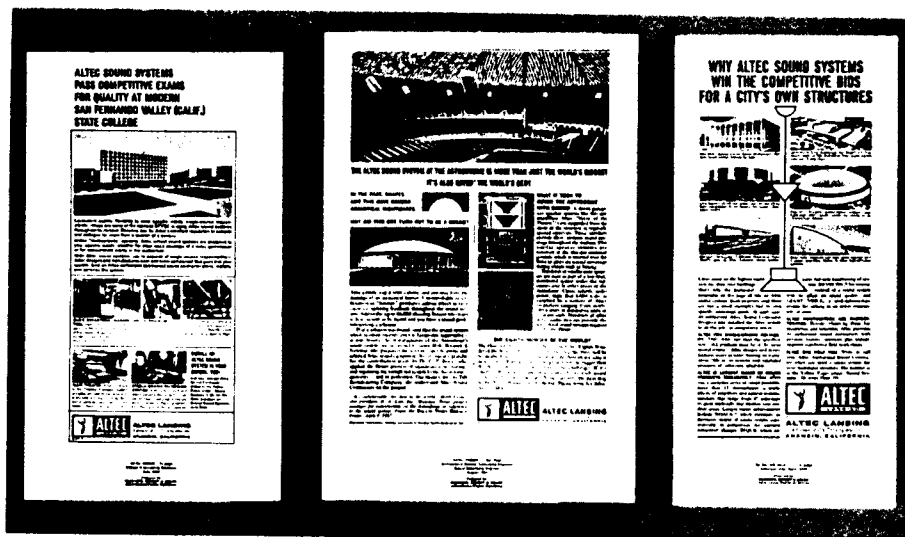
Example #1

AD REPRINTS FROM ALTEC NATIONAL ADVERTISING

- (1) Ad reprints from our national advertising offer the most current up-to-date coverage of Altec activities. Ads in particular that appear in Architectural, Church, College, Military, Telephone, and High Fidelity publications expose Altec's products and progress in the field of sound to a well-diversified audience. (A list of the publications Altec will be advertising in 1966 is attached.)

Altec ad reprints are available to you free-of-charge in reasonable quantities. Enough space is provided on the bottom of each ad so that you may properly have your company name imprinted. It may be well for you to consider to indicate on your own company imprint that you are an "Authorized Altec Sound Contractor". As you will note in the attached examples of advertisements (see -- Example #2) -- most all of the ads will contain in the copy a reference to the reader to contact the nearest Altec Sound Contractor.

In many areas of our national advertising, we document outstanding Altec Sound System projects that have been installed by our Sound Contractors.



Example #2

Despite the fact these ads also play-up the name of a particular Altec Sound Contractor — the advertisement, nevertheless, can be used in reprint form by other Altec Sound Contractors for the purpose of promotion in their own selling areas. Our advertising, announcing new Altec products, again, presents another door opener to increasing your sales activities. (Another phase to this type of promotion is discussed further under the section PUBLICITY).

Not only are ad reprints of value in building your image as an authorized Altec Sound Contractor representing a line of reliable, quality sound products, as well as introducing improved and new products — but more important, they will reflect your capability and versatility in planning and specifying sound systems to meet the requirements of any given project.

It's important, too, in our requests to Sound Contractors, to send in 8" x 10" glossy photos of their sound system installations, along with block diagrams and list of equipment so that we may coordinate these completed installations into promotional activities and national advertising program.

Each new advertisement we produce should be ordered in reprint form immediately and used by you extensively and consistently.

Those advertisements where we document 'case histories' of completed sound installations are, in effect, testimonials — and a good testimonial can be most instrumental in your selling efforts. It factually and pertinently tells an authentic story of Altec's prominence and why Altec audio components were selected for the given project.

"YELLOW PAGES" ADVERTISING

(2) Altec's national "YELLOW PAGES" classified advertising is another avenue of promotional identity that works very advantageously. Only authorized Altec Sound Contractors can list their company name, address and phone number under an Altec Trade Mark Heading — classified as Altec Lansing Sound Systems, as well as, cross-listing under an Altec Trade Name classification as Altec Lansing High Fidelity Systems (see -- Example #3) — (however, to qualify under this heading — you must be actively engaged in the selling of High Fidelity Home Music Systems, and have at your business location, a demonstration room for this purpose). Here again, you have another 'year-round' valuable advertising tool at a low-cost investment (Altec co-ops 50% of the cost with you) in your city's "YELLOW PAGES" Directory.

Example #3

EXAMPLE #3

ALTEC LANSING

TELEPHONE DIRECTORY ADVERTISING PROGRAM
SPACE ORDER

THE DIRECTORY LISTED ABOVE IS GOING TO PRESS

ALTEC LANSING WILL PAY 1/2 THE TOTAL COST OF THE SPACE BY ADVERTISING THE TRADE NAME LISTING UNDER OUR NEW TELEPHONE DIRECTORY PROGRAM. (Special Telephone contracts may be signed also.)

YOU WILL BE CHARGED ONLY FOR THE SPACE FOR YOUR CITY OF THE DIRECTORY under the title, listing will be placed in the appropriate city of the directory.

YOU MAY SELECT EITHER BE TRADED FOR ALTEC LANSING Trade Name Listing under the TMA for ALTEC LANSING High Fidelity Systems, each built under a different heading in your classified telephone directory.

If two or more distributors list under the TRADE for Sound Systems, the cost to you will be less than shown on our agency bill with the same cost equally among these listings. No such bill can be made under the TMA program for High Fidelity Systems.

TO INSURE YOUR PARTICIPATION also send money and return it to the agency TODAY. Your order will be for ONE OTHER GROUP each time the directory goes to press you will have the opportunity to make your participation.

REMEMBER -- 7 OUT OF 10 PEOPLE CONSULT THE YELLOW PAGES TO FIND HOW TO BUY A BLANK, MAKE ARTICLES. MAKE SURE THEY FIND YOU -- **GET A CONSULTER.**

SPACE AVAILABLE in _____

RETURN THIS ORDER WITHIN 30 DAYS TO: NELSON, INC.
the "Yellow Pages" Agency, 1900 N. Hollywood Ave., Hollywood 28, California

PRESTIGE PHOTO FILE

- (3) Altec's "PRESTIGE PHOTO FILE" covers a wide range of commercial and industrial sound system installations and are available free-of-charge. They are particularly effective in selling a specific sound project installation; for example -- if you are bidding on a church sound installation -- it can serve to your advantage in your selling negotiations to show a variety of church installations using Altec Sound Systems. Altec's impressive roster of church sound systems covers most every denomination. The "PRESTIGE PHOTO FILE" not only pictorially 'sells a story', it also provides the listing of equipment installed at the particular site (see -- Example #4). Your "PRESTIGE PHOTO FILE" should be kept current as they are sent out to you



Example #4

covered by our weekly Contractor letter. Again, as we pointed out to you on page 3, your contributions of 8" x 10" glossy photos of your completed sound system installations help the continuing growth of this very useful type of promotion.

PRESENTATION BOOKS

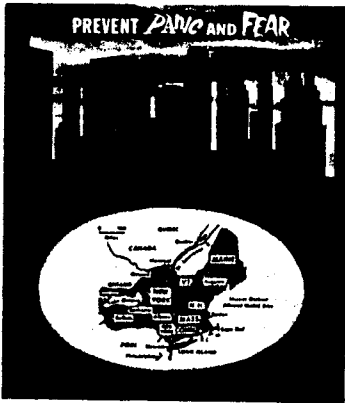
- (4) Most all Sound Contractors have, in some form or fashion, a 'Presentation Book' or 'Demonstration Book' that they present to customers in their offices; the facts contained in them should be arranged in orderly and

logical sequence; the illustrations of your various installations should be completely revealing. Tie-in some appropriate installations from the "PRESTIGE PHOTO FILE", as well as Altec's national ad reprints for further supporting evidence. 'Presentation Books' should be kept as current as possible to expose all major and minor facts in full.

PUBLICITY

- (5) An excellent public relations tool with many diversifications (if used wisely and with discretion). Local newspaper editors, as a general rule, are most cooperative in publishing news items about commercial products provided it can be tied in with human interest value. For example: — you just completed a sound installation in a church or a school auditorium, or what have you — and the system utilized an Altec 352A Amplifier. Here a story could be sparked with the fact that in the event of electrical power failure (such as experienced on the Eastern seaboard) the sound system will be unaffected and the program in session continues on. The news item will continue on to explain, briefly, how the 352A works, etc. with comments from the Pastor or school principal as the validity of operation.

If you've been working on other public projects where masses of people congregate — an article can be written on the improvement of sound, be it an arena, auditorium, football stadium, etc. When you have finished with a given project it would be wise to discuss with your customer the possibilities of joint publicity whereby his name is also mentioned (often times the customer has strong contact with the press). Other avenues repeatedly keeping your company's name in the press can deal with people within your own firm — a newcomer — a promotion, etc. All total, this can add another plus to your image in your marketing area. (See - Example #5 . . . though this is an advertisement, it nevertheless projects a timely item.)



NEW ALTEC SOUND SYSTEM STAYS ON IF THE POWER GOES OFF AND THE LIGHTS GO OUT!

A few months ago, your sole concern was sound. Public safety was a pallid matter. But the recent power failure that wracked a slant of beach near the eyes of the popular Hawthorn section of the nation suddenly made you a key figure in public safety.

Now you are directly responsible for the safety and welfare of occupants of municipal structures if the blackout strikes your city. For only you can specify a sound system that is unaffected by power failures. And only Altec makes it!

With Altec's new 352A mixer/amplifier at the heart of an Altec sound system, officials can speak reassuringly to crowds, bring them directions for their safety. Order is restored, panic and possible death and injury avoided.

WHEN THE ELECTRIC POWER GOES OFF, the 352A switches automatically and instantaneously to emergency battery power for uninterrupted performance!

The 352A's all-solid state circuitry operates on a 12 to 14 vdc power source, providing an ordinary 12-v car battery for standby. Fully charged, the battery will power about

30 hours of program input. A trickle charger keeps the battery up while the 352A is on AC operation.

The compact, economical 40-watt 352A is a recording-type 3-channel mixer/amplifier that is especially suitable for churches, schools, theatres, convention halls, and auditoriums.

Modular in concept, with plug-in components for impedance matching, preamplification, and equalization, Altec's light-weight mixer/amplifier combines full sound control with easy portability.

Each of the five inputs has a meter control and speech/music equalizer and can be used with microphones, magnetic phones, or high-level line sources.

FOR COMPLETE DATA, check with your local Authorized Altec Sound Contractor or write Dept.



Included among the many examples of advertising and promotional material, in this kit, we have cited an excellent example of how one Altec Sound Contractor coordinated his high fidelity retail advertising with a much publicized local public event in his city. Note: (See - Example #6) the Baker Audio, Atlanta, Ga. advertisement tie-in with the 'Beatles' performance in that city. Events of this nature that take place in your city can be employed by you in the same manner to help build your high fidelity sales.

Example #5

EXAMPLE #6



THE SCREAM—One Gigantic Shriek

BEATLES TAKE STADIUM BY STORM Thursday, April 15, 1966. The Atlanta Journal.

THE BEATLES GET THROUGH WELL, MAYBE THREE OF THEM ARE AT FINISH CONFERENCE

(L-R) Paul McCartney, George Harrison, John Lennon, Ringo Starr in front of the stadium.

The Beatles' performance at the Atlanta-Fulton County Stadium was a historic event. The band, consisting of Paul McCartney, George Harrison, John Lennon, and Ringo Starr, performed for a crowd of over 20,000 fans. The concert was a major success for the band, and it was a significant event in the history of rock and roll.

The Beatles' performance was a major success for the band, and it was a significant event in the history of rock and roll. The band's performance was a major success for the band, and it was a significant event in the history of rock and roll.

EXAMPLE #6

We confess...



we did it with our little ALTEC

The Beatles' performance at the Atlanta-Fulton County Stadium was a historic event. The band, consisting of Paul McCartney, George Harrison, John Lennon, and Ringo Starr, performed for a crowd of over 20,000 fans. The concert was a major success for the band, and it was a significant event in the history of rock and roll.

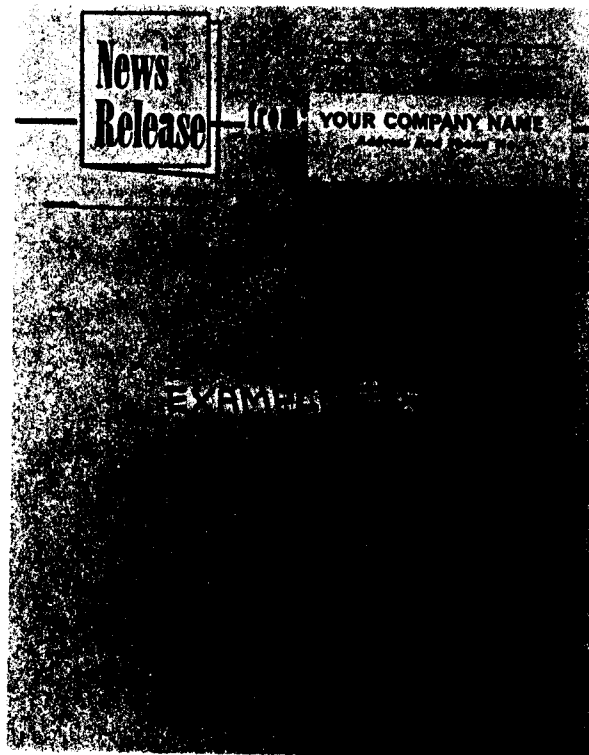
The Beatles' performance was a major success for the band, and it was a significant event in the history of rock and roll. The band's performance was a major success for the band, and it was a significant event in the history of rock and roll.

BAKER AUDIO

Example #6

PUBLICITY (Cont'd.)

As we outlined in Page 2, concerning the announcement of new products through the use of ad reprints to your customers, and in conjunction with this phase -- a mailing of an actual NEWS RELEASE can play a very impressive and important part of your promotion covering a new Altec product, or improved product for that matter. Each time Altec sends a news release to the trade publications (See - Example #7) -- we also send that same release to all Altec Sound Contractors. If each Sound Contractor took this same release and by slightly rewording the new announcement as coming from his firm, and mimeograph enough for his customer mailing list -- one doesn't need two heads to figure what the ultimate result can be. In 1966, News Release mast-heads, such as we use for Altec News Releases, will be available to Altec Sound Contractors with their company name imprinted (where the Altec name now appears -- See-- Example #8). These News Releases, printed in two colors, with your company name imprint can be ordered for \$12.00 per thousand quantity.



DIRECT MAIL

- (6) We, briefly, outlined on Page 1 the use of various Altec brochures that can be used for direct mail purposes. Of course, whichever brochure you select must be in line with an appropriate, accurate, up-to-date mailing list to whom you are directing the specific sound system message. The next step is to compose the letter expressing the reason for sending the brochure and identifying yourself as the local authorized Altec Sound Contractor. Include the names of some of the projects where you have installed sound systems, particularly projects that will ring a familiarity with the reader.

Direct mail, in order to prove itself successful, must be utilized on a consistent schedule. The use of Altec ad reprints with a covering letter from your company offers you a continued program of mailings to your customer and prospective customer lists. However, a word of caution should be taken into consideration concerning the covering letter. Try not to write an uninteresting letter -- but one that will hold the reader's interest.

If necessary, the use of some gimmick could possibly be tied-in, provided it is in line with the idea of what your selling -- for example, Altec announces a new product -- advertisements are prepared -- news releases are sent out -- etc. In your particular marketing area you could take the new Altec product ad reprint and to your covering letter attach with scotch tape a small flat cigar (this shape of cigar is available) and formulate your letter to your customer with an opening such as this -- "Have a cigar!" Altec Lansing has added a new member to its family line of speakers . . . the all-new 150A Bi-Acoustic Horn, etc. An approach of this nature on the receiving end will immediately hold his attention and motivate his readership and he more than likely will be impressed -- sales wise. In other words, the use of

DIRECT MAIL (Cont'd.)

showmanship in direct mail can serve very much in strengthening the sales link between you and your customer.

There are many facets to a good direct mail approach and it would probably take many tons of paper, at this writing, to outline the do's and don'ts and the many avenues one can take to be remarkably effective in direct mail advertising. We've indicated one example in the previous paragraph on the announcement of a new product -- all it takes is a little imagination with a flare of SHOWMANSHIP. There are numerous excellent publications on direct mail showmanship; however, we believe that you may find these three particularly enlightening: -- and profitable!

"HOW TO THINK ABOUT SHOWMANSHIP IN DIRECT MAIL" by Henry Hoke
The Reporter of Direct Mail Advertising
224 Seventh St., Garden City, L.I., New York

"200 BEST SALES AND PROMOTION LETTERS"
The National Research Bureau, Inc.
Chicago 10, Illinois

"DIRECT MAIL SHOWMANSHIP" by Dick Hodgson
Volume I of the Marketing Library
American Marketing Services, Inc.
610 Newbury St., Boston 15, Massachusetts

- or you can subscribe to: -

The Reporter of DIRECT MAIL Advertising
224 Seventh Street
Garden City, L.I., New York -- Cost for this monthly magazine is \$7.50 a year -- and offers many good ideas, as well as case histories of direct mail successes.

Remember too, don't attempt to reach a large mass of people -- keep your mailings confined to specific customer groups -- not only is this more economical but it motivates more qualified leads.

External House Organ -- is primarily an image builder. This form of direct mail piece talks about your company -- what your company has done -- what it is currently doing, etc.

LOCAL NEWSPAPER ADVERTISING

(7) We had outlined in Example #6 how one Sound Contractor, effectively, used local newspaper advertising to help build his high fidelity end of the business. Included here, are more examples (See - Example #9). Though they are advertisements by Altec High Fidelity Dealers -- they nevertheless, can serve as a guide for Sound Contractors who desire to build more sales on their high fidelity home music system end of the business.

HIGH FIDELITY FROM ALTEC
the finest Christmas Present (and future) you can give

711A STEREO MUSIC CONVERTER
"Present" - that's the way out in front, the one who's leading the pack. The Altec 711A Stereo Music Converter is way out in front of the pack by design - the world's first 100-watt all-silicon transistor converter. All-silicon transistors assure years of continuous trouble-free listening and superior reliability. In fact, the reliability of the 711A is 100% greater than the most best design!

DEL PADRE
Your Home Entertainment Gift Headquarters
ALTEC LANSING
"Voice Of The Theatre"

Mister HI-FI Stereo Says: Let's Talk Sound!
You can now enjoy CONCERT PERFORMANCE AT HOME with professional concert speaker systems. The price will make your "best" speaker systems cost no more than average HI-FI Stereo systems of HALF the QUALITY.

THE COMPLETE "ALTEC" SYSTEM AS SHOWN
• The 711A Stereo Music Converter
• One 711A Tuner
• One 711A Receiver
• One 711A Speaker System
\$1313

ALTEC has All The Components Of The Famous Altec "Voice Of The Theatre" And Designed A Special Enclosure For Them.

You Can Own The World's Best Speakers! All Silicon Stereo Receivers.

OPEN EVERY NIGHT 7:30 P.M. UNTIL CLOSING

Example #9

LOCAL NEWSPAPER ADVERTISING (Cont'd.)

Newspaper mats and glossy photos are available from Altec's Advertising Department. From the newspaper mats, or glossy photos -- you can layout (with help from your local newspaper advertising man) your own ads. Should you employ the services of an advertising agency, they too, can serve effectively in the preparation of advertisements and direct mail promotions.

ALTEC IDENTIFICATION DECALS

- (8) (See - Example #10) Authorized Altec Sound Contractor decals are available free-of-charge and can be used on doors, windows, trucks and even framed for use in your office.

Aside from the suggestions outlined in this letter -- we will continue to develop more promotional items to tie-in directly with your business as an Altec Sound Contractor.



authorized
SOUND CONTRACTOR

ALTEC
LANSING PRODUCTS [®]

ENGINEERED SOUND SYSTEMS

Altec commercial sound products will be advertised in the following publications during 1966:

Arena, Auditorium & Stadium Guide (annual)

Architectural Record (monthly)

Actual Specifying Engineer (monthly)

Consulting Engineer (monthly)

College & University Business (monthly)

Catholic Building & Maintenance (bi-monthly)

Homiletic & Pastoral Review (monthly)

Protestant Church Buildings & Equipment (quarterly)

Audio (monthly)

Sweet's Catalog (annual)

Broadcast Management/Engineering (monthly)

Broadcast Engineering (monthly)

Journal of the SMPTE (monthly)

Journal of the AES (quarterly)

Signal (monthly)

American City (monthly)

Municipal Signal Engineer (bi-monthly)

Law & Order (monthly)