

WHY

&

HOW

TO

**ADVERTISE LIKE
MY DOG**

PEPSI



Copyright by Jenan Mujkic

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**The unconventional
guide to advertising**

Why should you
advertise like
my dog, Pepsi?



Because he is immediately
recognized by everyone in
his target audience.

Because he draws attention in a clear and straightforward way.





Because he “talks” in pictures.

You see, I don't
speak dog, yet I
always know
what he wants.



When he needs
to go out,
he goes to the
front door &
scratches it
with his paws.

(Your advertisements
should have ONLY one
possible interpretation.)



Because his
calls for attention
are ALWAYS
accompanied
with a small reward.



A reward such as a
quick wag of his tiny tail.

How to
advertise like
my dog Pepsi?



Keep it simple but
make us believe it.

Be direct.



(Can you afford not to?)

Keep it lighthearted

&



wag your tail a little.



Not convinced?
That's okay.


Before I leave you, have
a look at some actual
ads, by organizations big
& small who seem to
understand that simple
does not equal trivial.

(Like Pepsi,
I too prefer to
talk in pictures.)

nds him and put his
ou explain this to us.
y this young woman
an you explain her


he saw, the cuffed
d cheekbones and
protectively against
jeans. The smell of
er sobs as she cried
go. He made me go
ght he was going to

it clattered to the
the remnants of the
on to the pale rug.
for making such a
And for a moment,
the thought of what
ould come crashing
off in mid-sentence
d then he could use
of satisfaction from
ream out with pain
ding on the floor,
all repair. And he
spade up and down,
is hand, feeling the
ntil, suddenly, his
e spade was pulled
ie sharp bite of the

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If you really want to touch someone, send them a letter.





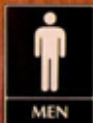
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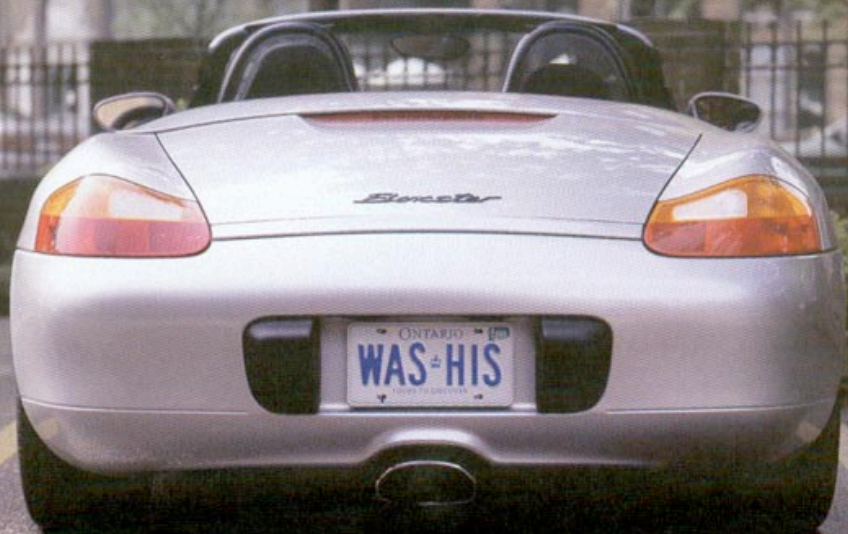


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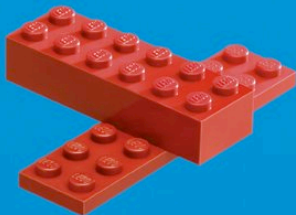
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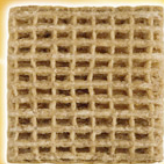
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