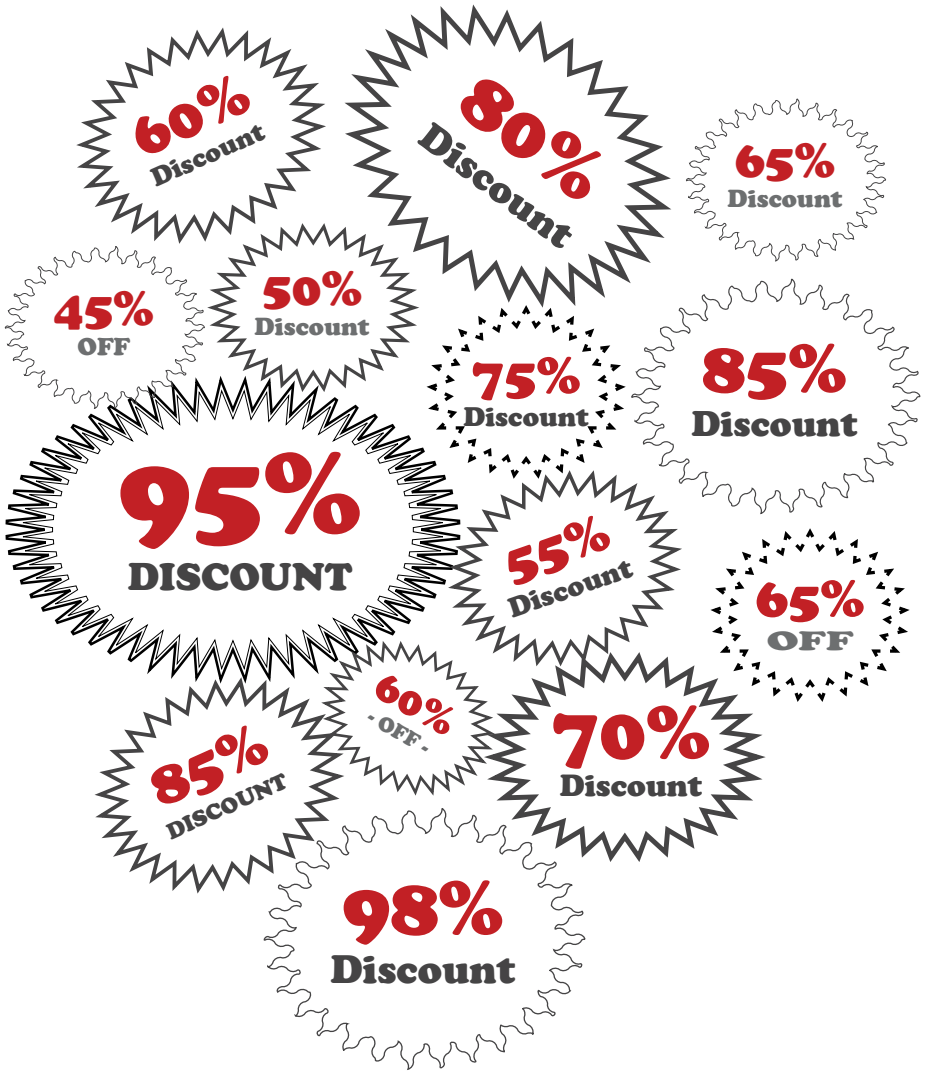


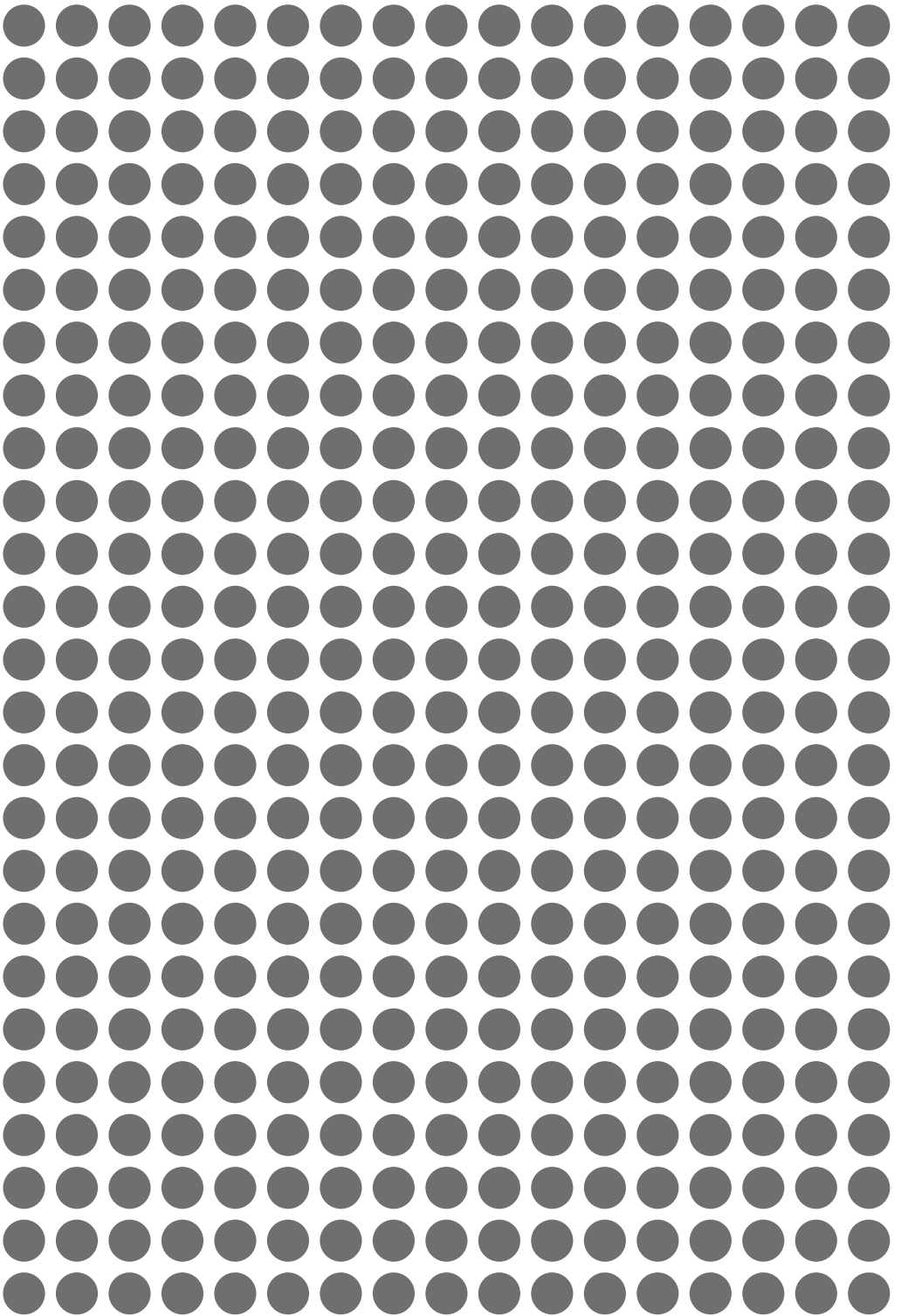
MANIFESTO



The problem with logical thinking in marketing,  
is **everyone comes to the same conclusions....**



...as a result, we all do exactly the same thing;  
all of us trying to stand out - **most of us failing.**



Choose the best circle.

See? You can't - which is precisely our point.

When there's no perceivable differences...

...it doesn't matter which one you choose.

Each is as good or bad as the others...

...so you might as well choose any of them.

The same is true of **most small business...**

Customers are still constantly forced to **choose blindly.**

Is this what your current **marketing materials** are doing:

Asking  
people to  
somewhat  
disturbish  
you among  
countless  
international  
territories

The answer is to  
stop being predictable.

These ads may promote fishing gear  
for example, but what do they **also** say about  
the business that sells them?



WEIGHS MORE  
COMING UP



THAN IT DOES  
GOING DOWN

The Halco Twisty Jig - Twisty through and through, just coming from a different direction. Comes in 55, 70, 90 and 120 grams. Halco tough as always, but gains weight quickly like the rest of us. Available at all good tackle stores.

**TWISTY JIG**  
[www.halcotackle.com](http://www.halcotackle.com)



Isn't it preferable to **surprise** your customers with your marketing materials, as well as inform them?

Crazy Like A Fox - HALCO 00079



Crazy Deep Lures by Halco  
It's amazing how deep they can go.



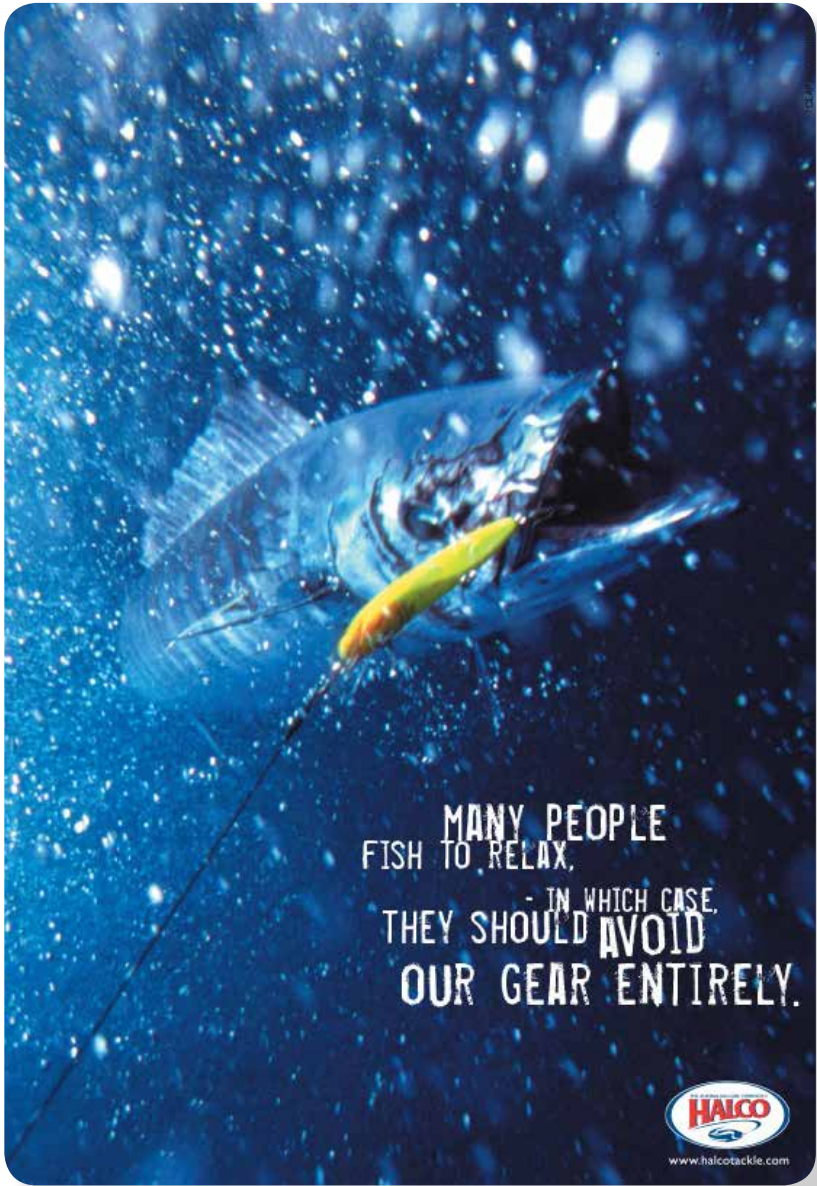
Isn't being surprising more memorable,




Every year, millions of worms, octopi, sardines, crustacia and other animals are slaughtered world-wide as bait. Many superior artificial baits exist, yet the pointless killing continues. Please help us put a stop to this tragedy. Purchase a RMG Scorpion or Halco Sorcerer from any good tackle store and you can experience highly enjoyable fishing, without ending the lives of hundreds of slimy creatures. Please visit [www.halcotackle.com](http://www.halcotackle.com) today to learn about the considerable benefits of artificial baits. Thank you.



...more engaging...

A large fish is shown underwater, swimming towards the viewer. It has a yellow and orange lure in its mouth. The water is dark blue with many small white bubbles or particles. The text is overlaid on the bottom right of the image.

MANY PEOPLE  
FISH TO RELAX,  
- IN WHICH CASE,  
THEY SHOULD **AVOID**  
OUR GEAR ENTIRELY.



www.halcotackle.com

...and more **involving** than just being talked to?

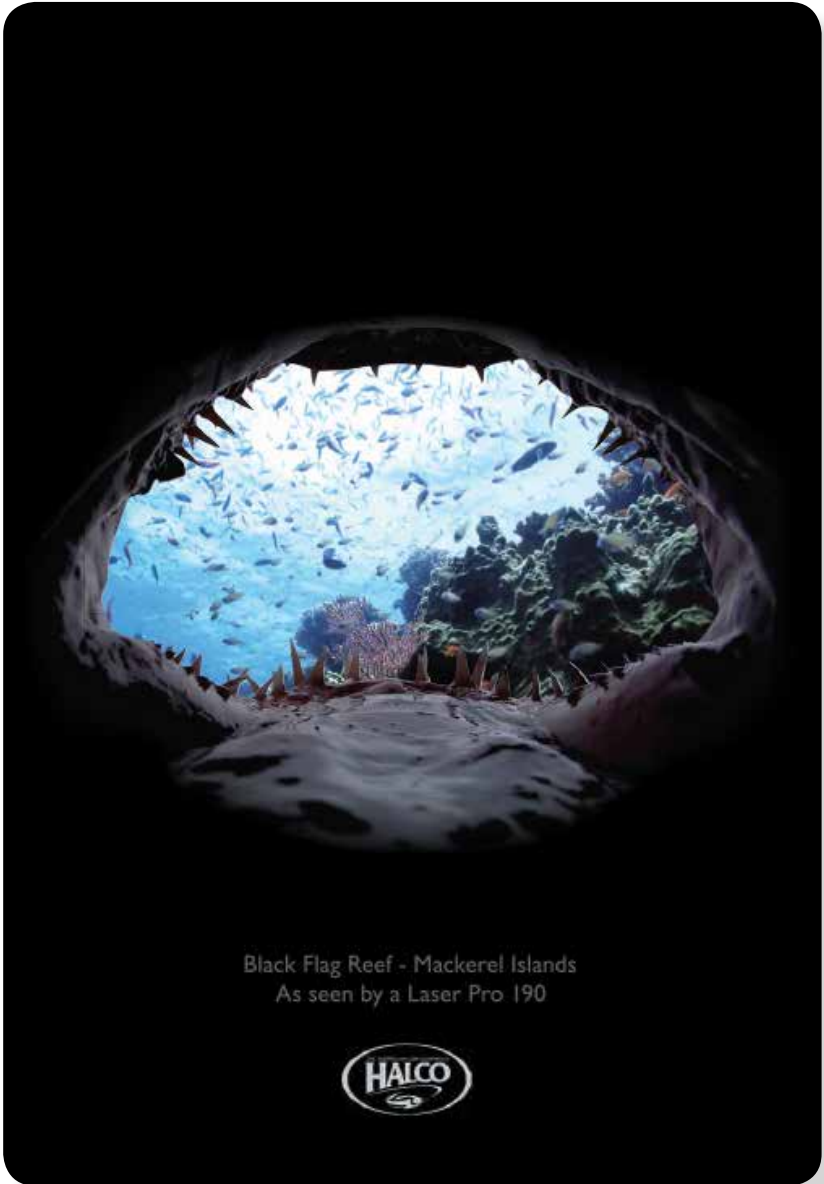
An advertisement for Halco fishing lures. The main image shows two fishing lures, one gold and one silver, hanging from a clothesline. They are held by red and white clothespins. In the background, there is a purple shirt and a blue denim jacket hanging on the line. The scene is outdoors with green foliage. The text 'They shrank in the wash!' is written in a white, cursive font over the background. At the bottom, there is a logo for Halco and text describing the lures.

*They shrank  
in the wash!*

The new Roosta Popper 60 & 45 from Halco.  
Small lures, big results.

**HALCO**  
ROOSTA  
POPPER 60/45  
halcotackle.com

Because with every surprise, your business grows **more prominent** in customer's minds...



Black Flag Reef - Mackerel Islands  
As seen by a Laser Pro 190



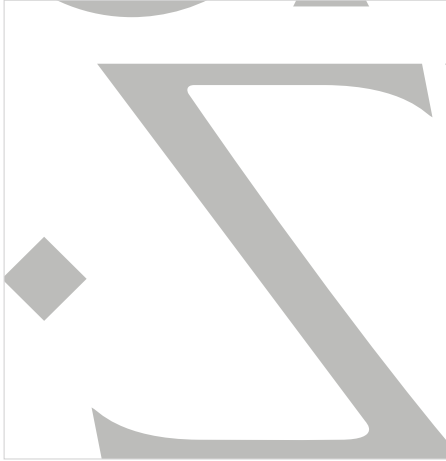
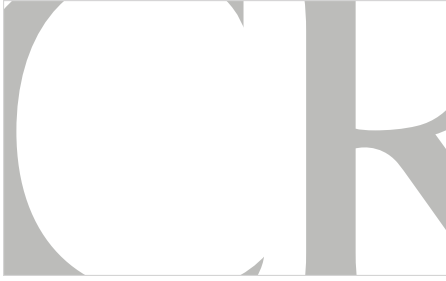
...and more likely to be thought of **first**  
when they're making a future purchase.

Trying to **be** the best in your field is admirable.  
Trying to **copy** the best in your field is suicidal.

What's the point of working hard and spending thousands, only to be mistaken for someone else?

**Be different. Be brilliant.  
Be visible. Be yourself.**

**...BE UNMISTAKABLE!**



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- Brand Development
- Strategic Positioning
- Advertising
- Graphic Design
- Television
- Radio
- Press
- Outdoor
- Direct Mail
- E-media
- Brand Extension
- IP Licensing



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Please respect my  
copyright, I make my  
living creating this  
kind of stuff. :-)  
Cheers!

