

Advertising

How I.T.T. Improved Its Image

By PHILLIP H. DOUGHERTY

Despite torrents of negative news stories, a corporation can quickly rebuild its image if it is willing to spend the money for good deeds and the advertising to let the world know about them.

The International Telephone and Telegraph Corporation has proved this point—at least according to a survey they had made.

In mid-January, 1974, the worldwide conglomerate embarked on a \$6.4-million advertising campaign with the theme, "The best ideas are the ideas that help people," which played up not only the corporate good deeds but also the way society benefits from its products.

Within six months there was a definite improvement in public attitudes toward I.T.T. and within a year, a profound improvement.

Before the advertising campaign began, Daniel Yankelovich, Inc., the research concern, did a benchmark study of public attitudes toward not only I.T.T., which commissioned the study, but toward some 20 other big corporations as well. Another study was done in mid-June of last year and a third in December. Each had 1,500 respondents.

In one year's time the number of those who believed that I.T.T. is a leader in technology went from 7 per cent to 72 per cent; reliable, from 7 per cent to 64 per cent; makes quality products, 34 per cent to 75 per cent, and leads in research and development to improve products, from 28 per cent to 65 per cent.

Less dramatic, but showing improvement was the attitude toward the corporation as far as its having a good balance between its desire for profits and the public interest. This went from 23 per cent to 31 per cent. "Cares about general public" more than doubled from 20 per cent to 43 per cent.

some 59 students annually. Another concerns its public-service type TV series for youngsters, "The Big Blue Marble." The third has to do with an underwater power cable developed by I.T.T.

Beside the fellowships and the "Blue Marble," the corporation's recent good deeds also include a \$500,000 donation to the Retinitis Pigmentosa Foundation, dedicated to fighting that eye disease.

Of last year's \$6.4-million budget, \$4.2-million went into network television and marked the first corporate TV campaign for I.T.T. The print budget went generally to the news-weeklies and business and financial publications.

The new budget totals \$4.9-million, with \$3.7-million going into TV. In this economy, that's still a lot for corporate advertising.

This year, 20 spot TV markets are being added to the networks, but there have been cuts in the print schedule. Instead of using the full runs of Time and Newsweek, I.T.T. will use only the Time B and Newsweek Executive editions.

And I.T.T. has ended the six-year-old international print campaign that used famous artists and that was intended to communicate the fact that the corporation was staying in the communications business. That's for sure.

* Doremus Net Gains

Doremus & Co., had increase in net in the first quarter

compared with the first quarter of 1974. Gross billings were up 7.8 per cent to \$12.4-million, gross income was up 11.8 per cent to \$1.9-million and net income was up \$89,000 or 20 cents a share, compared with 16 cents.

* A Bigger Picture

The three principals of Rosenfeld, Sirowitz & Lawson have all been involved in advertising motion pictures and now they've been joined by a guy who's really been involved.

Robert S. Ferguson, who had been vice president for worldwide advertising and publicity for Columbia Pictures, is coming aboard on Monday to head the newly formed Entertainment Marketing Division, which will specialize in promoting movies and other forms of entertainment.

All four are convinced that that's gold in them Hollywood hills, and, besides show biz is fun biz.

Accounts

The Mennen Compar Garmo, Inc., for product assignment

James T. pre-

In only six months the number of those questioned who perceived I.T.T. as "very profitable" went from 48 per cent to 74 per cent. Actually net profits fell 14.5 per cent in 1974 to \$451.1-million.

According to John L. Lowden Jr., director of advertising and sales promotion, I.T.T. and its agency, Needham, Harper & Steers, have used the studies' results in creating the three new commercials it is adding to the six from last year.

One has to do with the corporation's year-old international fellowship program that gives financial aid to