

Close-Up With

JOHN BARR

With his unmatched knack for developing insightful strategies and translating them into effective campaigns, John Barr has devoted the bulk of his advertising career to building brands. Barr has demonstrated his brand magic for business all-stars such as Fluke Corporation, Microsoft and the agency powerhouse, BBDO.

An adept player on both the agency and client sides of the business, he has a unique perspective for what it takes to translate creativity and communications into sales.

Good positioning is the foundation of Barr's brand philosophy.

"Research has shown that the average consumer can remember only about five to seven brands. So it is absolutely critical to establish a strong brand position that is unique, clear, defensible and valued by your customer," says Barr.

Over the years, Barr's strategic thinking has helped clients outmaneuver a number of competitors.

"Fluke is a prime example of a brand that was being constantly harassed by cheap imports. Our strategy was to counter-attack by creating Meterman Test Tools, a second brand of 'value-priced' meters designed to buffer Fluke from the imports. With this two-brand strategy, Fluke is

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able to provide customers with more choices and decimate the competition."

John also firmly believes that branding should weave its way through all communications whether they are product introductions, promotions or reenergizing old products.

"In the early days, Microsoft Windows™ experienced significant growing pains. My solution was to develop the *Focus on Windows* magazine, seminars, and videos plus a 500-page resource kit to help IT professionals establish Windows as their platform of choice," he said.

Pulling all the elements of a campaign together is one of Barr's best talents. Knowing that the average customer receives more than 1,200 advertising messages in a single day puts things in perspective.



"Customers don't act upon a single ad or direct-mail piece. They do respond from a combination of impressions delivered over and over via advertising, PR, packaging, and other media. It's the 'total campaign' that makes customers act," he explained.

With John Barr on your team, you can be assured that your campaign will include strategic ideas, communicated with compelling messages and executed consistently through all available media.



Barr & Company

Personal:
Born in Seattle, WA.
Significant other:
Vicki Berger.

Education:
University of
Washington, BA
Communications/
Advertising.
BBDO Advertising
Strategy Course,
Xerox Sales
Training Course,
Meyers-Briggs
Psychological
Profiling Course.

Experience:
Fluke Corporation,
Microsoft, BBDO.

Clients:
AGENA,
ATL, Applied
Microsystems,
Berg Software,
BioMedical
Devices,
Cummins,
Caterpillar,
CX Systems,
Datalight,
Embedded Power,
Emerald Tech,
Fluke Corporation,
International
BioMedics,
Keytronics,
Lawrence Medical,
MORPHO,
Obert Marine
Supply,
Personal Health of
Puget Sound,
Semiahmoo,
Simpak
Pharmaceuticals,
TeleChoice,
TriMed,
Virginia Mason,
WRQ.

**Other
Interests:**
Sailing,
swimming, skiing,
photography, home
improvements.