



PROVOCATIVE MESSENGER







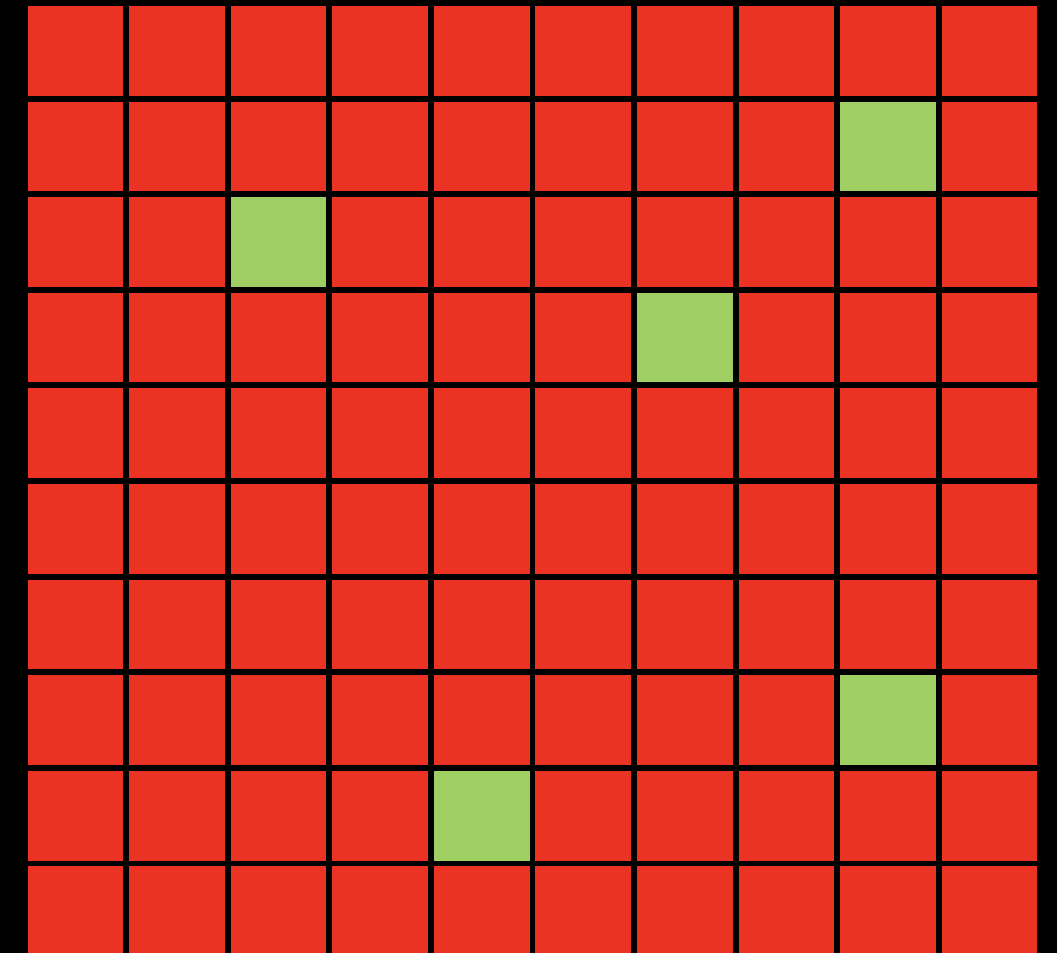
AVOID UNNECESSARY BUSINESS FAILS

Send the right message.
Get the right result!



What percent of ALL NEW PRODUCTS fail?

95%



Source: Clayton Christensen





Success checklist

- ☒ Superior technology & performance
- ☒ Reasonable pricing
- ☒ Ready availability
- ☒ Sufficient budget
- ☐ Effective messaging

Success checklist

- ☒ Superior technology & performance
- ☒ Reasonable pricing
- ☒ Ready availability
- ☒ Sufficient budget
- ☒ Effective messaging

“The goal of messaging is making
people think...

...you're the best at
what you do.”

“The goal of messaging is making
people think...

...you're the **only one**
who does what you do.”

The author



My favorite word:

provocative adjective

pro·voc·a·tive

prə-'vā-kə-tiv 

Synonyms of *provocative* >

: serving or tending to **provoke**, excite, or stimulate

| a *provocative* question or statement

Not this.



This.





Customer Promise

- *Genuinely valuable to the customer*
- *Highly unique*
- *100% deliverable by the company*



Clever Execution

*Brings the Customer Promise to life in
an engaging, believable, memorable way*



*Customer Promise
+ Clever Execution*

Provocative Messaging

→ THE RIGHT RESULT



Customer Promise
+ Clever Execution

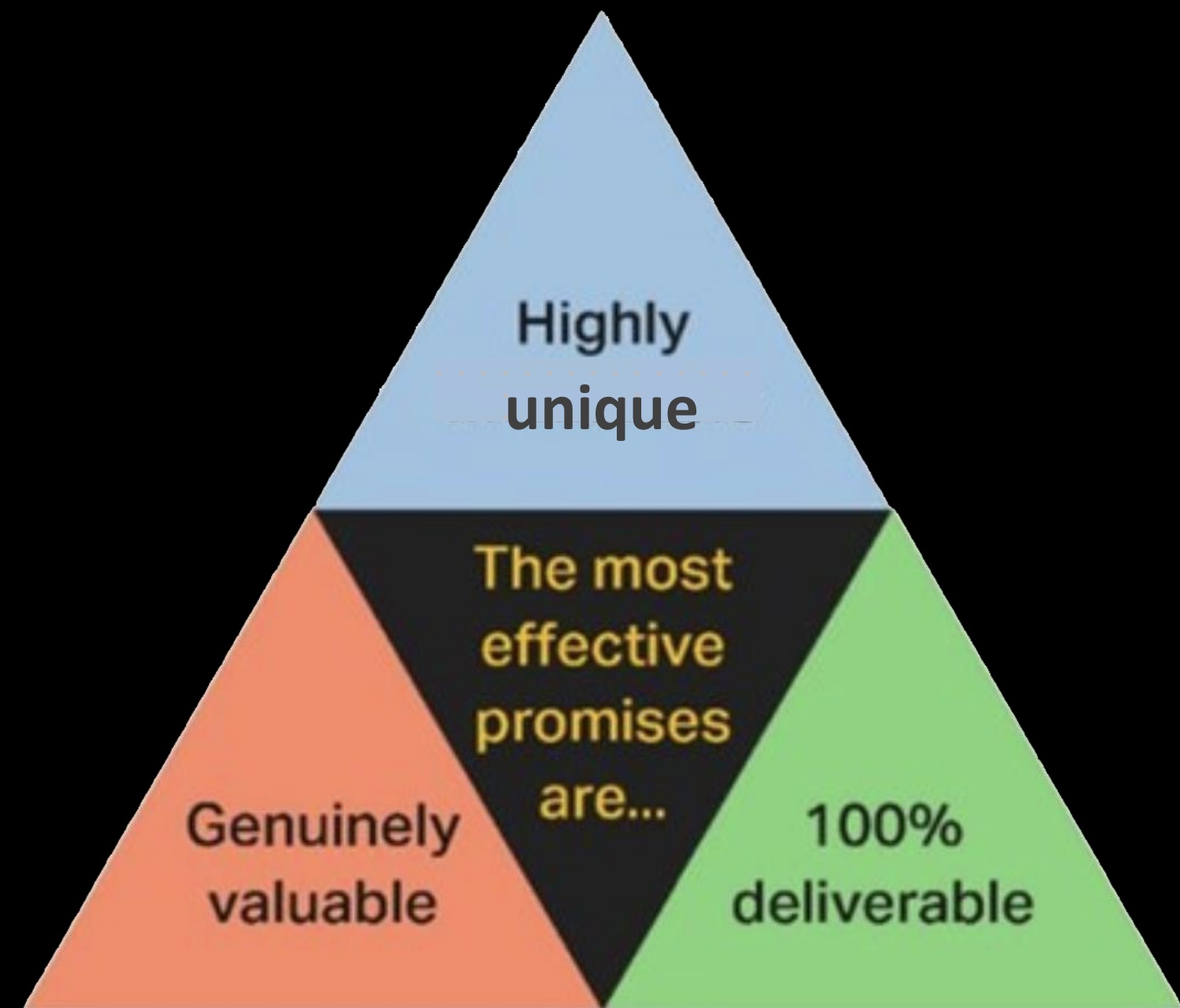
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Provocative Messaging

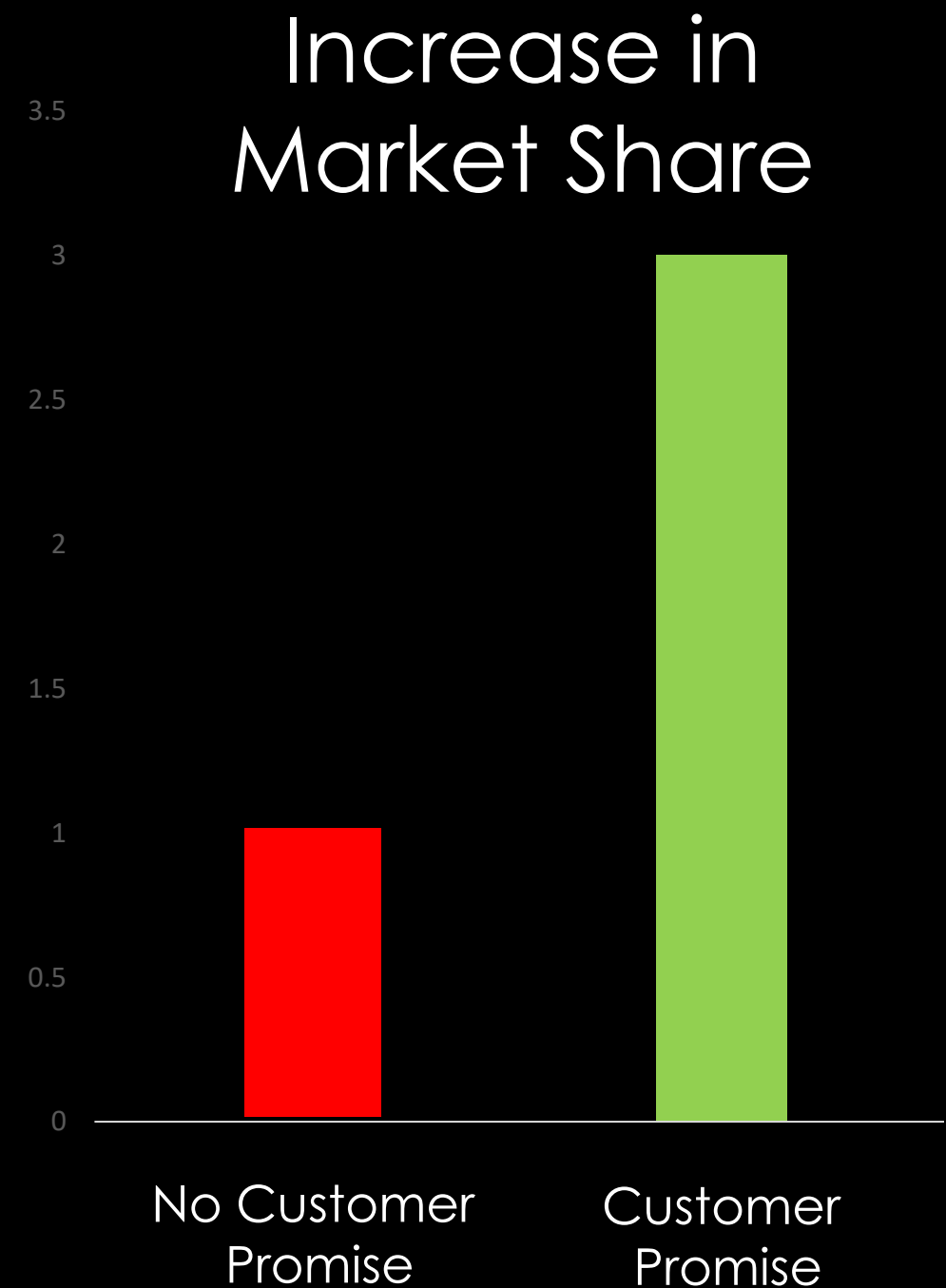
→ THE RIGHT RESULT



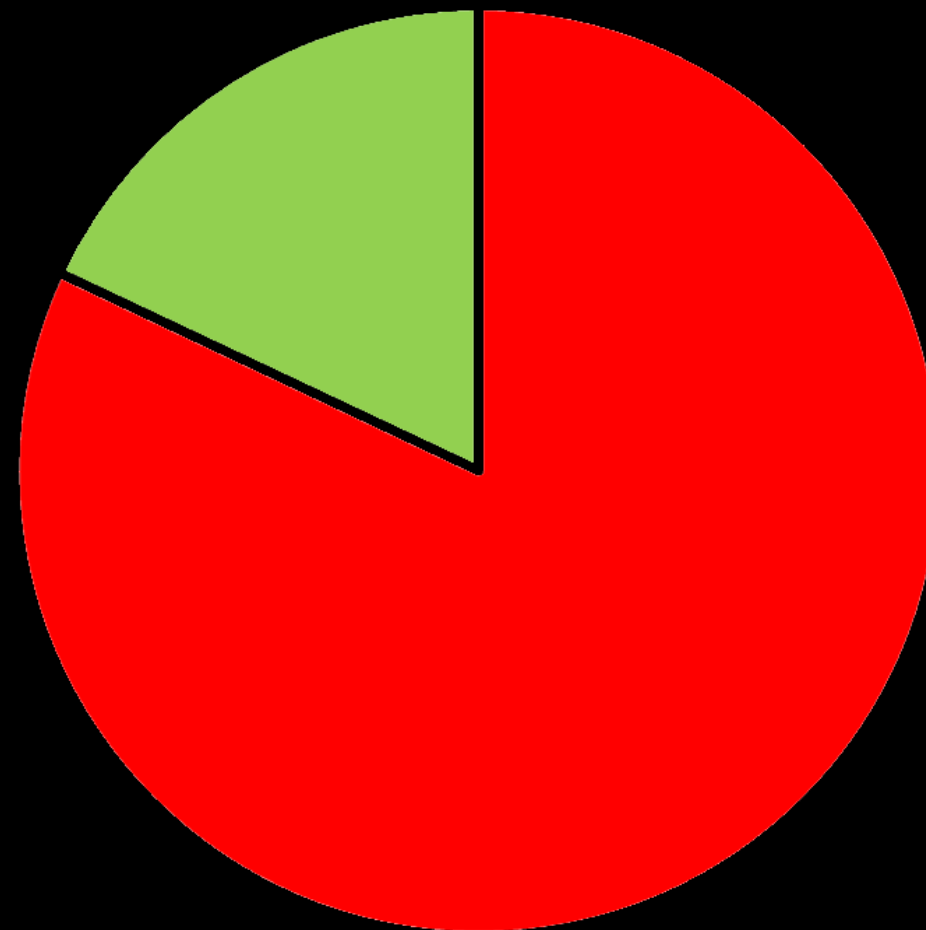
Effective Customer Promises



“B2B campaigns with a **Customer Promise** at their heart are **3 times** more likely to generate market share increases than non-customer promise campaigns.”



“Only **18%** of B2B campaigns make a Customer Promise.”



“The huge advantage of putting a Customer Promise at the heart of a campaign is that marketers are virtually **guaranteed to get better results** without **spending any extra money**. Marketing is expensive. Customer Promises are free.”

Customer Promise
+ **Clever Execution**

Provocative Messaging

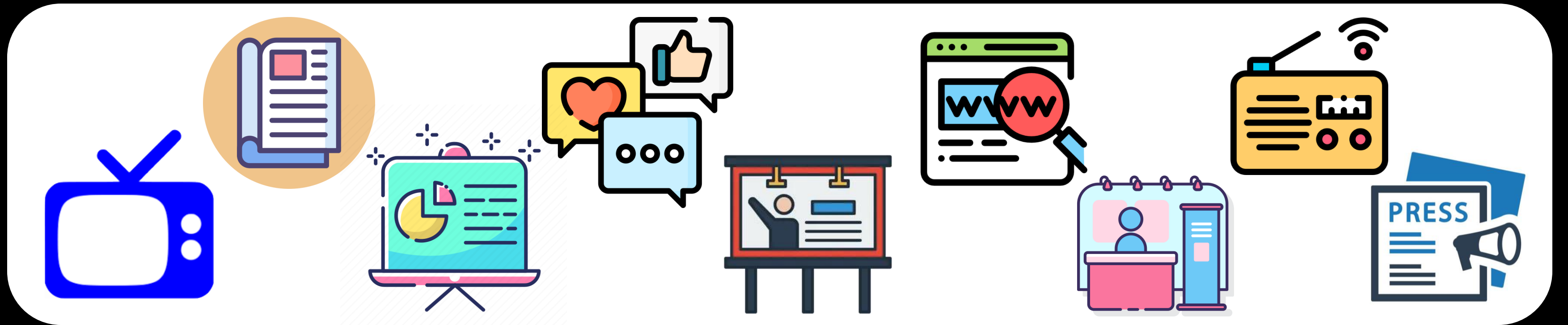
→ **THE RIGHT RESULT**



“What do you think about the team’s execution?”

*“I think it’s a
helluva idea.”*

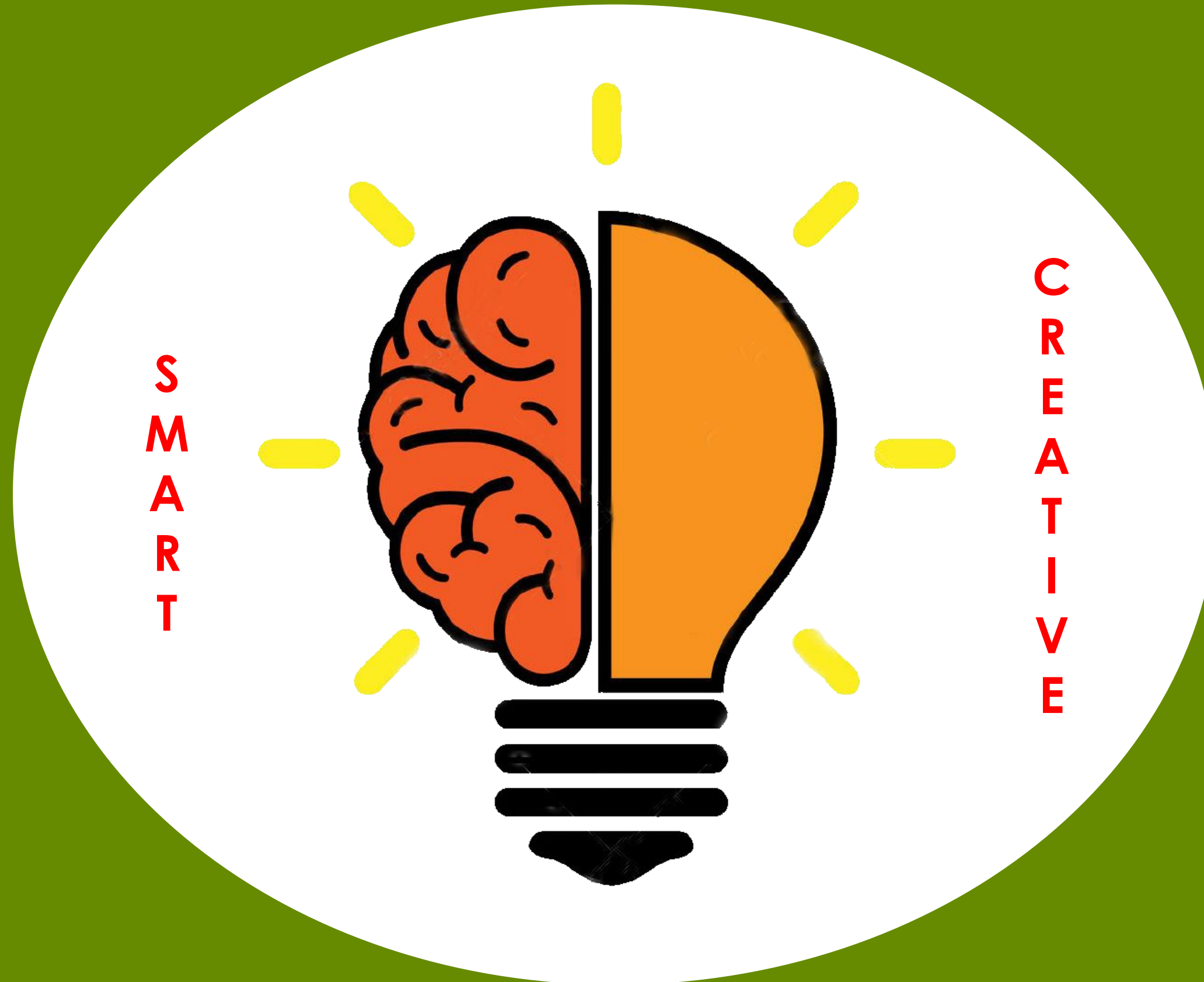




27 *TOUCHES*

Source: www.swordandthescript.com

The importance of being clever



The importance of being clever

Journal of Marketing

A Meta-Analysis of When and How Advertising Creativity Works

Sara Rosengren, Martin Eisend, Scott Koslow, and Micael Dahlen

“Advertising creativity had **statistically significant positive effects** on perceived signals: brand value, brand quality, brand trust, brand credibility, attention and interest in the ad.”

The importance of being clever

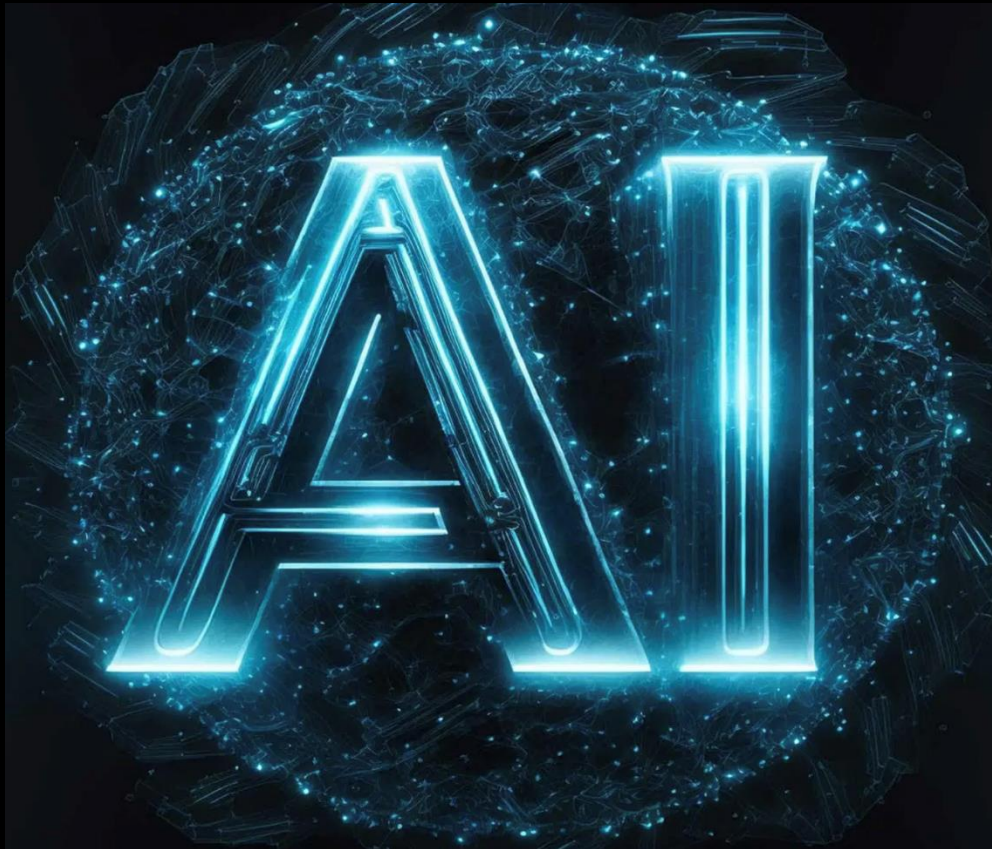
Clever messaging makes your target audience **more likely to:**

- Pay attention to your product
- Take an interest in your product
- Believe you offer great quality
- Believe you offer great value
- Trust what you say



Can AI be clever?

“While AI excels at generating content quickly, identifying patterns, and mimicking styles based on vast datasets, it has fundamental limitations when it comes to true cleverness or creativity.



Clever ideas often arise from intuition, emotional insight, and an understanding of nuance, context, and irony—areas where AI lacks genuine comprehension. AI does not possess personal experience, curiosity, or original intent; it creates by recombining existing information rather than inventing something wholly new.

As a result, its output can be derivative, formulaic, or miss the subtle spark that defines human ingenuity and wit. ”



Can AI be clever?

I'd like to invent a word that describes how clever messaging has a halo effect by making customers assume that your technology, your manufacturing process, your customer support, and everything else you do are also clever. Please create 10 words to describe that effect.

Halologic

Witfluence

Credichain

Branduction

Intellection

Savvysurge

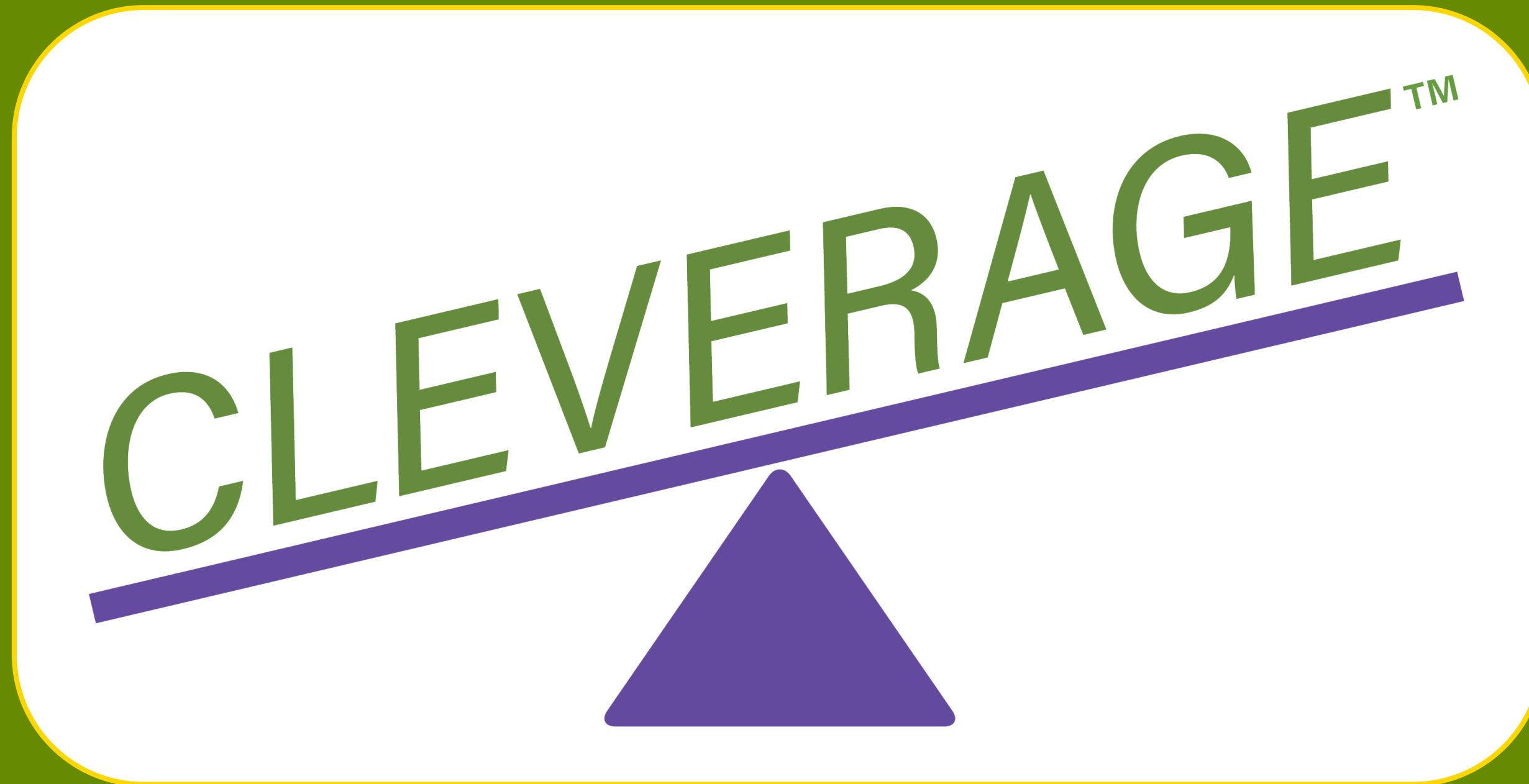
Smartsheen

Perceptualift

Mindhalo

Thinkglow

Here's what the human came up with:



“Those Liberty Mutual ads are really clever!”



Said no one ever.



Revenue growth: 2019-2023

+14%

+59%



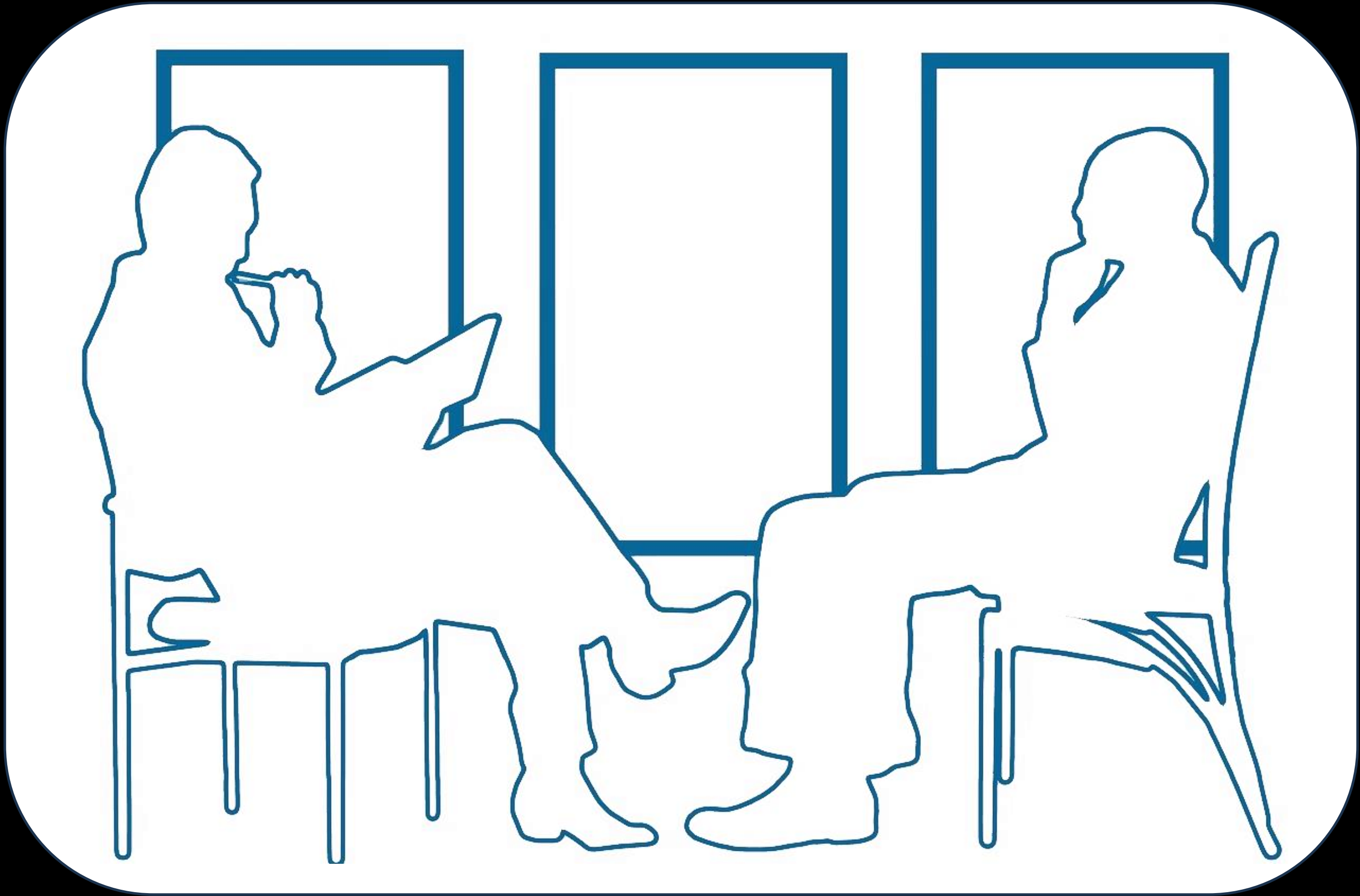




B2C

Grounded in consumer products marketing





3M	Arm & Hammer	Colgate-Palmolive	Johnson & Johnson	Oral-B
Pfizer	Philips/Sonicare	Procter & Gamble	Waterpick	Wrigley







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†The survey was given by an independent, non-profit dental products testing laboratory. ©2006 Hu-Friedy Mfg. Co., Inc. HF-462CD is a trademark of Hu-Friedy Mfg. Co., Inc., registered in the USA and 25 other countries. All other trademarks are the property of their respective owners. 1/06/06

All in favor of reducing hand fatigue
and cumulative stress?



Introducing Symmetry IQ™ from Hu-Friedy, the leader in periodontal scaling.

Light-weight, large diameter, ergonomically balanced
handpiece reduces pinch force and hand fatigue.

Fiber-optic lighting enhances visibility, reduces eye strain
and helps maintain a neutral body position.

A Multi-Functional Piezo Device with touch-pad controls
and a memory feature for more efficient patient treatment.

Symmetry IQ™
MULTI-FUNCTIONAL PIEZO DEVICE



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STOP SQUINTING TO READ POCKET DEPTHS!



SEE THE VISIBLE DIFFERENCE AND CALL HU-FRIEDY!

Compare the Colorvue probe to a standard metal probe down below.
Colorvue's yellow tip with black markings provides superior contrast
to the gingival tissue when measuring pocket depth.

Metal Probe



Colorvue Probe



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And the winner is. . .

3M	Arm & Hammer	Colgate-Palmolive	Johnson & Johnson	Oral-B
Pfizer	Philips/Sonicare	Procter & Gamble	Waterpick	Wrigley

YEAR 1



YEAR 2



YEAR 3



YEAR 4





+

	Year 1	Year 2	Year 3	Year 4
REVENUE GROWTH	✓	✓	✓	✓
REVENUE RECORD	✓	✓	✓	✓
PROFIT GROWTH	✓	✓	✓	✓
PROFIT RECORD	✓	✓	✓	✓

And *still* focused on B2B

14TH FLOOR
s o l u t i o n s
ELEVATE YOUR BUSINESS®



Selling technical foam is harder than selling Foamy.





Provocative Messaging case

- **Problems**

- ✓ High fatality rate of oral cancer due to late detection
- ✓ Failure of surgery to remove 100% of cancer when it is detected

- **Reason**

- ✓ Early-stage oral cancer is below the surface and impossible to detect with the naked eye

- **Solution**

- ✓ VELscope – The first device that can see early-stage oral cancer and precancer beneath the surface.

- **Challenges**

- ✓ Helping dentists understand that naked-eye inspection is ineffective
- ✓ Most of their marketing budget was already spent on a failed marketing effort.

Crafting the *Customer Promise*

1. Genuinely valuable in the eyes of the customer

VELscope facilitates the potentially life-saving early detection and surgical removal of oral cancer that cannot be seen by the naked eye.

2. Highly unique

It's the only product that can do this thanks to its exclusive direct fluorescence visualization technology.

3. 100% deliverable by the company

It's backed by over \$50 million in research by the NIH and is recommended by 94% of the dentists who use it.

Is the execution a Clever Execution?

1. Does it reinforce the **Customer Promise**?
2. Does it **attract** attention?
3. Does it emphasize the **brand**?
4. Is it **focused**?
5. Is it **engaging**?
6. Is it **memorable**?

An iceberg floating in the ocean. The tip of the iceberg is visible above the water line, while the much larger, jagged base is submerged underwater. The background is a clear blue sky and a calm sea.

There's more to oral cancer than meets the eye.

Oral cancer kills one American every hour of every day, to a large extent because:

- Most oral cancers are discovered too late
- Most surgeries fail to remove all of the cancer

The main reason is that most oral cancer is not visible to the naked eye. But what the naked eye misses can be detected by a **5-minute exam** thanks to the VELscope's exclusive **direct fluorescence visualization** backed by over \$50 million of research by NIH and other institutions.

As a result, dentists and hygienists can now not only detect oral cancer and pre-cancer much earlier, they can increase the odds that 100% of the cancer will be surgically removed.

And, in addition to saving lives, VELscope can help you add patients and profits.

See why 94% of VELscope users recommend it to colleagues.

Get it early. Get it all.™



The Oral Cancer Screening System

1. Does it reinforce the Customer Promise?

An iceberg floating in the ocean. The tip of the iceberg is visible above the water, while the much larger, submerged part is hidden below the surface, illustrating the concept of 'what meets the eye' versus 'what is hidden'.

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VELSCOPE *Vx*

The Oral Cancer Screening System

2. Does it attract attention?

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VELSCOPE *Vx*

The Oral Cancer Screening System

3. Does it emphasize the brand?

An iceberg floating in the ocean. The small tip above the water represents the visible part of oral cancer, while the much larger, submerged part represents the hidden, undetected cases. The background is a clear blue sky and ocean.

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VELSCOPE *Vx*

The Oral Cancer Screening System

4. Is it focused?

An iceberg floating in the ocean. The tip of the iceberg, which is visible above the water, is small and pointed. The much larger part of the iceberg is submerged underwater, illustrating that there is much more to oral cancer than what is immediately visible to the eye.

There's more to oral cancer than meets the eye.

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VELSCOPE *Vx*

The Oral Cancer Screening System

5. Is it engaging?

An iceberg floating in the ocean. The tip of the iceberg, which is visible above the water, is small and jagged. The much larger part of the iceberg is submerged underwater, illustrating the concept that there is much more to oral cancer than what is visible to the naked eye.

There's more to oral cancer than meets the eye.

Oral cancer kills one American every hour of every day, to a large extent because:

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See why 94% of VELscope users recommend it to colleagues.

Get it early. Get it all.™



VELSCOPE^{vx}

The Oral Cancer Screening System

6. Is it memorable?

An iceberg floating in the ocean. The small tip above the water represents the visible part of the problem, while the much larger, submerged part represents the hidden, more extensive nature of oral cancer.

There's more to oral cancer than meets the eye.

Oral cancer kills one American every hour of every day, to a large extent because:

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Get it early. Get it all.™



VELSCOPE[®] Vx

The Oral Cancer Screening System

Did it work?

- Sales more than tripled despite much less spending than the prior failed campaign had received
- Won numerous awards from the leading dental journals
- The company had a successful exit
- Still #1 in the market after 17 years



Summary

- Even the most innovative products won't sell themselves.
- *Provocative Messaging* can greatly increase your success rates.
- The two key components of *Provocative Messaging*:
 1. Customer promise
Genuinely valuable | Highly unique | 100% deliverable
 2. Clever execution
Reinforce customer promise | Attract attention | Emphasize the brand
Be focused | Be engaging | Be memorable
- *Provocative Messaging* can allow you to reduce spending.

AVOID UNNECESSARY BUSINESS FAILS

Send the right message.
Get the right result!



THANK YOU!

If you have any questions or comments...

(847) 812-2879 | jpohl@14thfloorsolutions.com | jp@johnpohl.com



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