

C.S. Lewis & Co. Publicists

Dear Editor/Producer,

The typical American is bombarded with up to 3,000 commercial messages a day. How many of those do you remember?

Communications and marketing strategist **ISABELLE ALBANESE** says in our “over-messaged” society, if you want people to wake up and take notice, your message has to truly *communicate* with them. It has to attract their attention, make sense to them, connect with them on a personal level, be believable, and ideally, be worth getting excited about.

And—you’ve got about 15 seconds to accomplish this!

She shows readers how to quickly craft a compelling message in a new book, called ***The 4Cs of Truth in Communications: How to Identify, Discuss, Evaluate, and Present Stand-out, Effective Communication*** (Paramount Market Publishing, \$24.95).

Albanese shares the 4Cs model she developed and has been using for years as a maverick in the advertising and marketing world, where she has helped brands such as Suave Shampoo, Breyers Ice Cream, and Dunkin’ Donuts make a stronger connection with their consumers. With just four simple concepts, she shows marketers, salespeople, politicians, employees, teachers, parents—and everyone else with something to convey—how to create messages that cut through the clutter and motivate people to action.

Easy to understand and apply to every type of communication—be it a speech, a product launch, a personal ad, or a resumé—the 4Cs will change how you talk to the world.

Albanese is an articulate and telegenic media insider and marketing pro who can discuss the ins-and-outs of all forms of communication—marketing, business, political entertainment, and plain old person-to-person communication.

She’s well regarded among the biggest names in advertising and, as you might imagine, has a way with words.

Please let me know if you’d like me to coordinate an interview.

Warm Regards,

Cathy Lewis

The 4Cs of Truth in Communication

New book offers a simple, elegant tool to evaluate and improve every form of communication.

What makes a memorable TV commercial, product design, or marketing campaign? Why do you listen to certain politicians or business leaders, and glaze over at the very mention of others?

Moving people is not magic, says marketing and communications veteran **ISABELLE ALBANESE**. It's effective communication, and anyone can achieve it by using a simple tool she developed to pinpoint why any message works or doesn't work, and how to improve it.

In *The 4Cs of Truth in Communications: How to Identify, Discuss, Evaluate, and Present Stand-out, Effective Communication* (Paramount Market Publishing, \$24.95), Albanese presents her well-known 4Cs model—a straight-ahead tool to create powerful communication pieces.

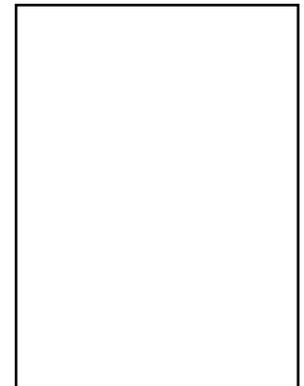
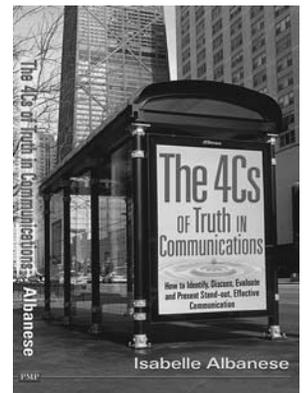
Originally designed for marketers, the 4Cs model provides a way for companies to deconstruct their communication efforts—such as product designs and ad campaigns—every step of the way, offering organized observations and prescriptive counsel before vast amounts of money end up wasted.

Albanese uses real-life examples to show how the 4Cs work together in a wide range of marketing communication vehicles, such as ads, logos, and product marketing campaigns, and also cites well-known examples of marketing messages that failed because one or more of the 4Cs was missing.

This nifty tool isn't just for marketers, though. Readers also learn:

- How to use the 4Cs to create compelling presentations, PowerPoints, and newsletters
- How to use the 4Cs to compose memorable emails and IMs
- How to be a better eBay seller with the 4Cs
- How the 4Cs can improve communication with children and partners

Whether you are looking to create powerful marketing messages, deliver dynamic speeches, develop a compelling website, or even write a personal ad that attracts the right singles, this invaluable little primer shows you how to do it with style, pizzazz, and punch.



Every powerful piece of communication achieves:

Comprehension: The audience instantly “gets” the message.

Connection: The message has meaning or significance to them.

Credibility: The message and the messenger are believable.

Contagiousness: The audience is “infected” with and spreads the message.

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About the Author

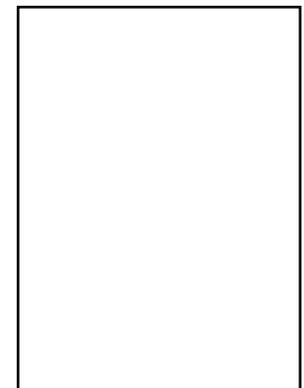
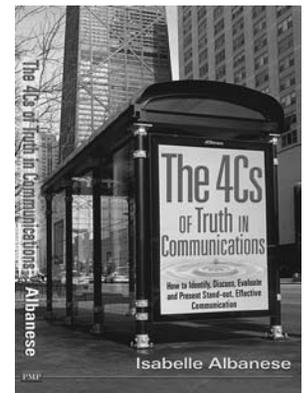
ISABELLE ALBANESE is a nationally known marketing and communications expert, a leading marketing consultant for Fortune 500 companies, and the author of *The 4Cs of Truth in Communications: How to Identify, Discuss, Evaluate, and Present Stand-out, Effective Communication* (Paramount Market Publishing, \$24.95).

After earning her BS in business from DePaul University and attending business school at DePaul and the University of Chicago, Albanese earned her real-world chops at the venerated Ted Bates Advertising Agency in New York, where she started out as account manager on the M&M Mars confection brands. Later, she served as senior vice president at J. Walter Thompson Advertising, where she spent 11 years in both the New York and Chicago offices, playing a key role in the strategic communications efforts of leading consumer packaged goods brands such as Nestle, Helene Curtis (Unilever) Hair Care, Miracle Whip (Kraft Foods), and Trident Gum (Warner-Lambert/Pfizer).

Since 1999, Albanese has led the highly regarded consulting firm, Consumer Truth® Ltd., which has earned a global reputation for its consumer insight-driven approach to strategic messaging. She and her business partner and husband Ken Quaas, a former advertising agency veteran, have actively applied the 4Cs model hundreds of times to objectively validate and optimize consumer response to communications efforts of top American brands, as well as those of many other brands for advertising agency partners such as J. Walter Thompson, Foote Cone & Belding, Leo Burnett, Element 79, and Ogilvy and Mather.

She has presented the 4Cs model to rave reviews at international conferences among both client and colleague audiences. Through conducting upwards of 1,000 group discovery sessions, one-on-one interviews, and in-home/on-site ethnographies, Albanese has developed an expertise for hearing and innately understanding consumer truths.

Albanese is certified by the Marketing Research Association at the “Expert” level as a Professional Research Consultant (PRC), and is an active member of the Qualitative Research Consultants Association (QRCA) and the American Marketing Association. She lives in suburban Chicago with her husband, Ken Quaas, and their three children.



Brands that improved their marketing communications using the 4Cs:

Dove®, Dollar Rent A Car, Togo's® Sandwich Shop, Dunkin' Donuts®, Triple A, A&E Television Networks, Quaker Life Cereal, Ikea, Breyers® Ice Cream, Avon, Le- ver 2000, Marshall's, Stouffer's Corner Bistro, National City Bank, Suave, Home Goods Stores,

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The 4Cs Model At-a-Glance

The 4Cs model is a useful tool for objectively evaluating the effectiveness of many forms of communication—what’s working, what isn’t working, and why. The 4Cs can assess marketing communication, as well as business communication, political communication, entertainment, and plain old everyday person-to-person communication, from email and blogging to date talk and family talk.

Comprehension

Does the audience get the message, the main idea, the point? What does the message instantly communicate? Can the audience play the message back? This confirms that they “get it” and the first C is working.

Connection

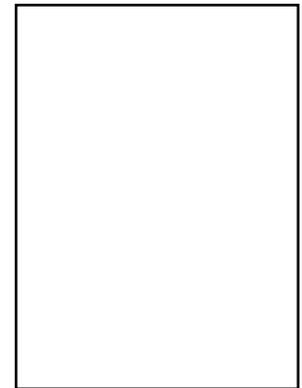
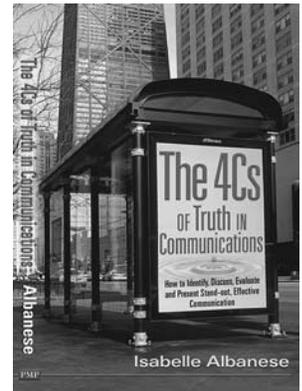
Making a connection with a communicated idea or message means not only that the audience “gets it,” but that it resonates with them, has meaning and significance for them, and usually triggers an irrational or emotional response—frustration, excitement, anger, passion, joy, happiness, sadness, etc. When connection is there, it will spark new behaviors and actions.

Credibility

The audience needs to believe *who* is saying it (the brand or messenger’s voice), *what* is being said, and *how* it is being said. Otherwise, any connection begins to break down—immediately. Credibility is the critical C, because the audience may completely understand a communicator’s message and even connect with it on an emotional level, then promptly turn around and say that coming from this particular source—company, political candidate, supervisor, whatever—they aren’t buying it.

Contagiousness

In communications, contagiousness is a good thing. You want your audience to “catch the message,” run with it, and spread it around. Think of the last time you saw a TV ad that was so funny or clever that you discussed it with your friends, found yourself reenacting it, or repeated the slogan or catch phrase in conversations. That’s contagiousness. To be contagious, a message has to be energetic, new, different, and memorable. It should also evoke a vivid emotional response, have “talk” potential, motivate the target to do something, and elicit a demonstrable reaction.



3 Tips for Better Comprehension

- Make the message clear and sharp.
- Repetition helps: tell them what you’re going to tell them; next, tell them; then tell them what you told them.
- Keep it simple—don’t make the consumer work too hard.

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Segment Ideas / Interview Topics

The 4Cs—They're Not Just for Advertising

Learn the many business applications of the 4Cs model.

You may be surprised how many forms of communication you can evaluate by applying the 4Cs. According to Albanese, once you get used to “4C-ing,” there is no communication traveling within or out of your office that can't be sharpened using this tool. Learn:

- How to use the 4Cs to evaluate your company website
- How to “4C” presentations, PowerPoints, and newsletters
- How to apply the 4Cs model to logos and packaging
- How the 4Cs can improve all of your marketing materials
- How to develop marketing strategies using the 4Cs

Improve Your Email Using the 4Cs

Find out why email is a perfect subject for 4Cs analysis.

Electronic mail messages are more likely to be taken very literally, and can be saved and scrutinized over and over. They can be passed from the intended recipient to the unintended. In fact, says Albanese, if not executed correctly, email can backfire on its intent, threaten relationships, and even endanger careers. Learn:

- How to accomplish the first C—comprehension—with a succinct, clear subject line
- How to connect to your recipient with relevant, interesting, and worthwhile content
- How to gain credibility with your email's *tone*
- How to make your email message contagious with energetic, newsworthy, unique, emotionally charged, motivating content

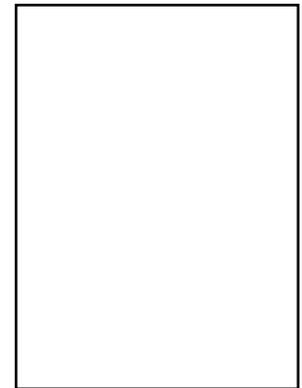
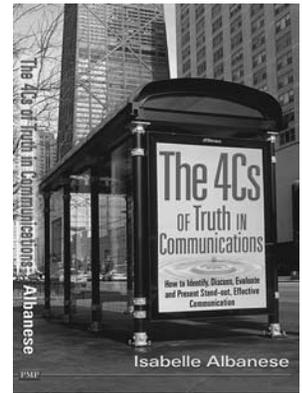
The 4Cs of Politics

Savvy political tips for leaders and candidates.

Albanese says whether you're running for president of the US, serve as chairman of the PTA, or have been named head of a new department at work, there's only one way to win supporters—and that's by mastering the 4Cs. She discusses:

- A 4C analysis of why Kerry's 2004 campaign failed—a textbook example of political errors
- How to use the 4Cs to win at the office politics game
- How to get noticed, win allies, and generate followers using 4C techniques
- Why 4C leaders inspire others to action

—MORE—



Your boss or your most important clients probably get 300 emails a day, and what you say in that subject line could easily dictate:

- How soon it is read
- With what degree of attention it is read
- How quickly it is responded to
- How they feel about you

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What Is Your Brand's Truth?

Learn where your brand sits in consumers' psyches.

Albanese has carved out a dominant niche in the marketing world for her ability to help clients identify their "Brand Truth." With her Brand Truth Discovery exercise, companies can quickly pinpoint opportunities for positioning their brand. She can demonstrate the 15-minute method she uses in nearly every project to determine how your brand, and equally important, its competitors, are perceived by consumers. She shows how to do this through making bipolar associations:

- What the brand is, and what it is not
- What the brand stands for, and what it stands against in the mind of consumers
- What is it an expert in and what it knows nothing about

How to Maximize Your eBay Experience with the 4Cs

For both sellers and buyers, this tool comes in handy.

In the fast-paced world of eBay, using the 4Cs to create clarity and impact in your listing will draw buyers and boost sales. For buyers, applying the 4Cs model can help you cut through the hype and avoid getting burnt. Albanese explains:

- How to communicate your product's features and benefits clearly and concisely (comprehension)
- Examples of language that produces an emotional reaction with buyers (connection)
- How to assure positive feedback ratings (credibility)
- How to differentiate your listing from hundreds of similar ones so buyers remember yours and return (contagiousness)
- How buyers can use the 4Cs to rank products and sellers

The 4Cs of Parenting

Find new ways to communicate better at home.

Does your teenager look up from the computer blankly when you tell him to clean his room? Do you give kids the same directions over and over? Take heart, says Albanese. The famous 4Cs model, embraced by Fortune 500 companies as the answer to effective communication, also works with children! Find out:

- Why children understand messages best when they are direct, simple, and clearly worded
- How to use kids' acute "bull-o-meter" to your advantage
- How to give a child a helpful idea that they will later internalize as their own
- Best and worst ways to deliver suggestions to kids

Case Example— The Brand Truth of Dunkin' Donuts

It is: a simply consistent, quickly delivered, high-quality cup of coffee at a reasonable price.

It is not: a pretentious, overly expensive latte enjoyed in a leisurely fashion.

It stands for: the everyday hardworking man or woman who makes this country tick

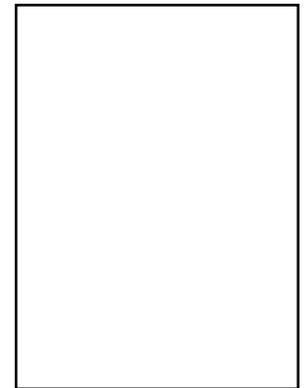
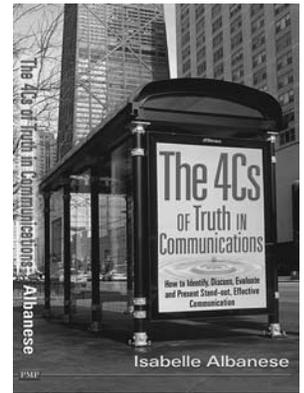
It stands against: phoniness, fluff, and being idle and self-indulgent.

It's an expert in: coffee and donuts.

It knows nothing about: skinny soy lattes.

Suggested Interview Questions

1. What is the 4Cs model and how do you use it?
2. Your book talks a lot about “consumer truth.” Explain what that is and why it’s essential to marketing people.
3. What are some tips for achieving instant comprehension in a piece of communication?
4. How would I achieve “connection” with someone in a piece of communication I crafted?
5. Why do you call the third C, credibility, the critical C?
6. What is contagiousness and why do I want my messages to have it?
7. Walk me through how a marketing department might use the 4Cs model to develop a product, position it, and create a strategic ad campaign for it?
8. Give an example of how you improved communication of a well-known brand using the 4Cs.
9. Outside of marketing, what other forms of business communication can you “4C”?
10. How do the 4Cs apply to email messaging?
11. How do the 4Cs make an eBay listing better and more effective?
12. How might parents or teachers benefit from the 4Cs when talking to children and teens?



“In postindustrial societies, *attention* has become a more valuable currency than the kind you store in bank accounts.”

—ISABELLE ALBANESE

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