



“Morrie’s Menagerie” is what they call it at “The Other Computer Company.”

“THE OTHER COMPUTER COMPANY,” of course, is Honeywell Information Systems. “Morrie” is Morris D. Dettman, director of advertising for the North American operations of Honeywell Information Systems, which accounts for about 50 percent of the company’s worldwide revenues.

The menagerie is a collection of about 60 captivating animals sculpted over the last eight years from computer components — wire, integrated circuits, transistors, resistors, diodes, switches, connectors, wheels, pulleys, you name it.

Since 1964, these animal sculptures have animated one of the most remarkable and successful industrial-advertising campaigns in America. At least, that is how some members of the client organization judge this campaign created by BBDO-Boston.

“Many times I go into a customer’s office and see a framed picture of our lion or dragon or something on the wall,” said Christopher J. Lynch, vice president, Data-Processing Operations (North America), to a visitor recently at the Wellesley, Massachusetts, headquarters. “The advertising has been a major part of our marketing success.”

Marketing success is something of an understatement. Honeywell, which *Time* magazine early this year called “one gutsy company,” first got into computers in 1955. (BBDO has been the agency for Honeywell’s computer operations since 1956.) From nowhere, it has firmly entrenched itself as the major contender in the industry. This success — and the survival of the same basic advertising campaign for eight

years — is all the more remarkable in that these years have been years of tumult and upheaval in the industry.

Campaign Extended From One Division to Worldwide

Another measure of the campaign’s effectiveness is its complete integration into Honeywell’s communications program.

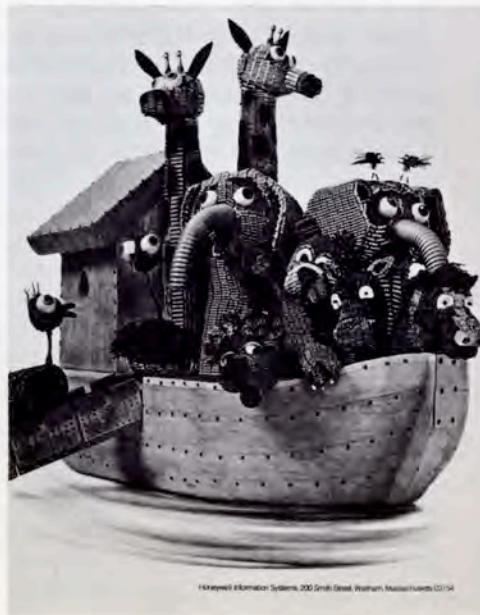
Daniel E. Callanan, director of communications (responsible for all North American advertising, merchandising, public relations and publications), said: “Paid advertising space accounts for only about one-eighth of our total communications budget. Yet these sculptured animals get into about half of it.”

He named a few of the applications: trade shows, billboards, displays, re-

prints and direct mail, premiums, such as playing cards and calendars, incentive awards, customer giveaways, prints suitable for framing, brochures, and sales and management meetings.

Dan Callanan noted, “The campaign, originally designed for our computer division (EDP), gradually spread through the group campaign, and subsequent to the merger with GE became the campaign for all information-systems divisions.”

“We hope to make this concept worldwide,” he continued. “The French are now considering using the animals in their ads.” The French operation is known as Compagnie Honeywell Bull. A sculpture of a bellicose bull, which has appeared already in the series, *(Continued inside flap)*



The Honeywell and GE computer get-together.
There’s something in it for everyone.

Honeywell and General Electric have just combined their computer forces and the business world will never be the same again.

Now we’re a single company, offering a complete, across-the-board source of information systems for everyone, everywhere.

A single company with 19 plants in seven countries. And 50,000 people who design, build, sell, and maintain our products and services.

A single company with a broad capability in time-sharing, communications and computer education.

A single company that knows how to make computers work for you. We’ve already put 10,000 of them to work — in manufacturing, in distribution, in finance — and in hospital applications, as well as in government and the military.

Man for man, dollar for dollar, system for system, we offer the computer user more than any other computer company alive.

The Other Computer Company:
Honeywell

Honeywell Information Systems, 200 Small Street, Warham, Massachusetts 02154

One of the nice things about being twice as big is now we can be twice as nice.



Now that we're twice the size of the computer company we were a while ago, we can take a whole lot more care of you.

We have more design engineering centers. More field engineers. So we can get to you faster. And take even better care of your computer. Whenever you want, wherever you need us.

And one of the nicest things about a Honeywell computer is that you're less likely to need help in the first place.

Because we build them that way.

And because we have things like RAMP, a Reliability Assurance Maintenance Program. RAMP offers preventive maintenance that's automatically tailored to your computer and the way you use it.

Or come in a size for us that we're twice as big. But it's nice for you that we're twice as responsive.

The Other Computer Company
Honeywell

Honeywell can help you gather data from a lot of different places at once.



You need all kinds of data to get your business running right, production figures, order processing, inventory and pricing, shipping, payroll, and so on.

Honeywell has two key ways for getting that data into your computer house. At Honey cost, and without your head aches.

Keyfile gathers data from as

many as 100 separate keyboards at the same time, and there are virtually no format restrictions.

Key-Pac communications terminals provide keyboard data entry at remote locations as well as direct communication to other Key-Pac terminals or a computer.

And because the pre-programmed data is all ready to go into your computer, it doesn't have to sit

around waiting for someone to do something. You can use the data for the sort of things where data is needed: making decisions.

Keyfiles and Key-Pac systems are backed up with Honeywell's software and world-wide support. So while we're concentrating on gathering the data, you can concentrate on making the information into great, wholesome money.

The Other Computer Company:

Honeywell

would fit nicely into their plans.

"Obviously, we could never have worked in all of these merchandising applications if we hadn't been willing to stay with the campaign for a while," Morrie Dettman commented.

"The campaign complements our over-all marketing strategy," Chris Lynch said. "There's a tremendous reaction to both the theme and the animals."

The strategy behind the advertising campaign is simple but to the point. According to Morrie Dettman: "We wanted a campaign to position us as the logical alternative to IBM. We also wanted a basic format so that each subsequent ad could build on previous ads."

The advertising, all of it print, keys on this main solution to the Honeywell prime prospect's problem — Honeywell, which competes head on across the board with IBM in large, small and medium-sized computers, offers an alternative to the "Jolly Grey Giant." The message is intended to separate Honeywell from the pack behind IBM and establish a clear identity.

"The animals have helped us structure a personality for Honeywell," Morrie Dettman explained. "We've introduced lightness to a serious industry."

A Bird Hatched Campaign in 1964

The campaign was an evolutionary process. It started in 1964 with the animals when Morrie asked BBDO-Boston to develop a new campaign to accomplish the objectives.

The agency came back with the concept of sculptured animals. It was far out and fanciful, and certainly against the trend of solemn, heavy-handed ad-

vertising in the industry.

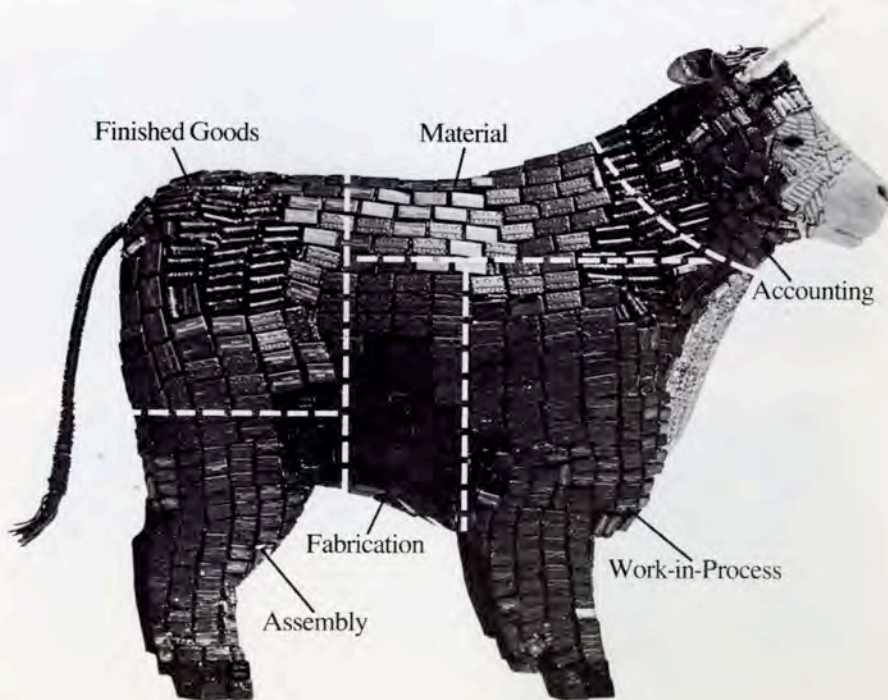
The first sculpture to get off the ground was a bird, a fairly primitive, pterodactyl-looking bird compared with the sophistication of more recent sculptures. The bird was escaping from a cage. The headline proclaimed: "You're free." And the copy went on: "Honeywell's 'Liberator' lets you switch to the H-200 without reprogramming."

The "liberator" theme preceded "The Other Computer Company" theme, but the prime prospects got the idea. Here was Honeywell to liberate you from you-know-who.

The second sculpture was a racehorse. The headline was: "The Honeywell 200 is off and running."

The Honeywell 200 was indeed off and running. Honeywell really began to move in computers with the introduction in the early 1960's of the 200, a highly successful third-generation series, based on solid-state circuits. (The first generation was based on the vacuum tube; the second on transistors.)

Honeywell has a clear fix on three main categories of prime prospect. One is general management and financial





Ignore us if you dare.

The Other Computer Company: Honeywell

When you haven't got all the customers, you fight for all the customers you've got.

The tiger is not a. The only way to get ahead in life is to be the best. Right for the business you're in. So for the sake of our customers, we're happy to announce that we've just completed a merger with our competitors. We're now the only company in the world that's got the right to be the best. Honeywell.



The Other Computer Company: Honeywell

Honeywell's new computers introduce a little magic to banking.

Major new facilities. Our new Series 400 computers with... Honeywell's new computers introduce a little magic to banking. And, what's better than fighting other competitors. Honeywell has been working with a lot of banks for a long time. We've come to understand the problems facing the banks. We've found a common ground. And we're continuing to help. So, if you're ever in a bind, we'll be glad to help you. We'll be glad to help you. We'll be glad to help you.



The Other Computer Company: Honeywell

officers. Another is data-processing professionals, those with direct operational responsibility for data-processing installations. A third, covered by the so-called "key-market" campaign, is aimed at senior and operating management in such key markets as banking, manufacturing, government, hospitals, education, etc.

Here, again, the advertising campaign proves its mettle. Versatility, flexibility, adaptability. The same basic concept, the same theme and the same beguiling animals get the message across to all three categories of prime prospect.

The Key: "Versatility, Flexibility, Adaptability"

Morrie Dettman elaborated on one particular strength of the campaign, its flexibility.

"It lets us talk to a tremendous variety of situations," he said.

These include overall capabilities, specific capabilities, specific events, such as a new-product announcement or a merger, and specific industries and their problems.

For example:

A bull: "The other computer company hates to see you in anything red. Like ink."

A bee: "Honeywell Series 200 — takes the sting out of changing computers."

An ark, with a dozen animals, announced a merger: "The Honeywell and GE computer get-together. There's something in it for everyone."

A soulful St. Bernard: "One of the nice things about being twice as big

is now we can be twice as nice."

A dragon (affectionately known as Herbie or Dino around Honeywell): "Honeywell's new computers introduce a little magic to banking."

A lion: "Buying a computer is scary enough. The least we can do is train it for you."

A tiger: "Ignore the computer if you dare."

An old dog: "No matter whose computer you're using, we can teach it new tricks."

An eagle, approximating the symbol of our national bird: "Ask what your computer company can do for you."

A stork: "Honeywell's new baby is right on time — announcing the first Honeywell 120 computers."

A rabbit: "How Honeywell keeps a jump ahead."

A cat: "Picking a computer is no time for pussyfooting."

Two boxing kangaroos: "The Other Computer Company vs. Mr. Big."

A moose: "How would you like 25% less computer overhead?"

A rhino: "A banker's computer should be hard-nosed, too."

And so it goes. Half a dozen sculptors in the Boston area have produced the animals since the campaign began. A couple, in fact, were BBDOers. It's some kind of measure of the basic rightness of the concept that both the copy and the art hold up no matter who is working on the campaign at any particular time.

The single most memorable animal in the menagerie was a steer. The steer was segmented as in the familiar butcher's chart. But instead of being

designated top round, porterhouse, etc., the sections differentiated terminal systems, time-sharing, data-entry devices, software systems, etc. The headline: "No other computer company has as much to offer as The Other Computer Company."

Nobody knows exactly why the steer scored so high, but readership and recall scores were outtasight.

From "Liberator" to "The Other Computer Company"

Just as the animals evolved from rather stylized fauna in the beginning to the full-bodied, self-confident birds and beasts and fishes that we know and love today, the theme also evolved. Morrie Dettman wanted a stronger line than "Liberator," although the idea still was to sort out Honeywell from the ruck of computer companies behind IBM.

In 1968, Morrie and some BBDOers were talking to a customer in Chicago.

"You know," the customer said, "you really are the only other computer company."

Bang. That was it. They just did what came naturally. After some testing, which proved all they needed to know, "The Other Computer Company" was installed as the theme.

"Now," said Morrie Dettman, "we think we have just about the perfect harmony of concept, theme, headline, visual element and copy."

Which comes first, the copy or the animal? Either way. Sometimes the animal is sculpted to fit a copy concept. Sometimes vice versa. Both ways it seems to work.

A Success—By All Measures

By almost any yardstick you would want to apply, this campaign has been successful. First, the matter of survival. For an advertising campaign to have survived for eight years the war, famine, pestilence and death in the computer industry is a feat in itself and a tribute to its adaptability. Other measures — advertising awareness, brand awareness, recall, confidence level (“Would you buy a computer from this company?”) — all show Honeywell a solid Number Two. IBM has outspent Honeywell by as much as three to one.

Then, of course, there are the almost infinite merchandising applications. And sales and share of market. Honeywell is clearly Number Two, when not too long ago they were back in the pack.

The acid test is how it scores with salesmen. In the computer industry the salesmen, of course, are much more of an influence than they would be with a low-cost packaged-goods product.

“Our salespeople think this campaign is the most successful advertising of any company in the industry, if not the entire country,” Chris Lynch said. “And they are the most critical.”

He explained that reproductions of

the animals are used as sales awards. The salesmen like to identify with the more aggressive animals: the lion, the tiger, the bull, the eagle. The outstanding salesman this year will get a gold eagle. Others may get a pewter kangaroo. The salesmen also like to give reproductions of the animals to customers and prospects, many of whom just ask for them flat out.

“That’s what advertising is supposed to do — open doors,” Chris Lynch said. “Customers tell them [the salesmen], ‘You guys really are The Other Computer Company.’”

The campaign, evidently, is an important component of the sales-force esprit.

So where is the fly in the ointment, the snake in the grass (neither has yet appeared in the series)? No campaign is perfect. Where is the soft underbelly of “The Other Computer Company” campaign?

Dan Callanan knows. Even as he envisions this concept going international, with the animals speaking a universal language — he looks ahead and worries. What is the problem?

“What are we going to do for encores?” said Dan.

Attention: Animal Lovers

Honeywell has made up enlargements suitable for framing of some of the computer-part animals from this successful campaign. They have been put together in sets of three and four and cost a dollar a set for packaging and handling.

If you want a set of four-color enlargements (14 x 17 inches), printed on heavy gloss-coated stock, please contact the BBDO Newsletter (New York 6-3). We will provide you with an order blank to order from Honeywell direct.

Sophisticated sculptures like this recent eagle (1971) keep the campaign fresh.

