

An in-depth study of the science of marketing.  
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## dabsads Posts New Website, Online Porn Subscriptions Suffer

If you've been wondering why your online subscription to [www.hummina-hummina-hummina.com](http://www.hummina-hummina-hummina.com) is now costing you a little bit more, you can blame the new dabsads website.

Since it was posted on December 16th, [www.dabsads.com](http://www.dabsads.com) has received over 1.5 million hits per day, stealing loyal web surfers from not only the online porn industry, but also from news and sports sites, chat rooms, and non-pornographic sheep-related sites. And while all online industries are concerned, the adult entertainment peddlers have been the most vocal.

"Our subscription rate has taken a nosedive, so we had to raise our prices. I honestly can't believe this is happening. I mean, come on, we have naked people! All this dabsads site has is some guy's big head. Sure it's fun, and I have spent quite a bit of time moving his head from side to side... but he's not NUDE... well, as near as I can tell," ranted C.D. Favors, president and lead model of [GaygantuanGuys.com](http://GaygantuanGuys.com).

While dabsads' president Dabs is extremely pleased with the incredible traffic the website has been receiving, he does empathize with the suffering porn industry.

"I simply wanted to post a site that would let people know about the creative marketing and advertising services I provide... I certainly had no intention of toppling an American institution like the porn industry. But consumers have spoken. And if they'd prefer to look at my head...over someone else's... then so be it," Dabs explained, with his huge head wedged into a severely stretched baseball cap.

Currently, there is no charge to visit [www.dabsads.com](http://www.dabsads.com), but Dabs is considering adding some token porn to his site, for a small subscription fee, to help out the struggling industry. Send photos to [heydabs@dabsads.com](mailto:heydabs@dabsads.com).

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## Police Add King's Name To Holiday Sobriety Test

In an effort to increase the number of holiday-related drunk-driving convictions, Indianapolis police have added an unusual twist to their roadside sobriety test. From now through January 1st, persons suspected of driving under the influence will be required to sing the first verse of the traditional Christmas carol – Good King Wenceslaus.

The new test seems to be achieving the desired results.

"We've been locking up about 98% of everyone we pull over. Even if you're sober, it's almost impossible to get that name right. And if you're drunk, forget it. I've heard everything from Good King Where's The Sauce to Cooking Applesauce... this one German tourist sang Good King Was Ist Los... and now he's doing six months," laughed Officer Earl Ray Buttram.

The carol, a tribute to the Duke of Bohemia who was murdered in 929 AD, was chosen unanimously over the other finalist "Oh Tanenbaum," which the committee believed sounded too Jewish.

## Improve Your Marketing in 2004 With These Simple New Year's Resolutions

In 2004, I resolve that:

1. I will NOT use a photo of our building in any marketing materials.
2. I will NOT put a phone number in a radio spot.
3. I will NOT reference gerbils, living or dead, in any marketing materials.
4. I will NOT spend any more corporate marketing dollars on latex gloves, unless my industry dictates their use (medical, janitorial, porn, etc.).
5. I WILL visit dabsads.com at least once a week, and call Dabs when I need some truly creative and effective marketing solutions.

## Dabs Posts Unusual Website, Seven Accountants Die

Visiting what they believed to be a "traditional" website, seven local, conservative accountants died, and several others were hospitalized after spending only minutes perusing [www.dabsads.com](http://www.dabsads.com).

"I typed in the address after getting this newsletter, and BAM! There's this giant head with words scrolling around... At first I thought it was a mistake, or some kinda Democrat site... I started feeling woozy when I realized that there was no real information on the site... JUST THAT HEAD... and the last thing I remember thinking before I blacked out was – 'MY GOD! There's no 'About The Company' button!' sputtered recovering CPA Dennis Quo.

Dabs sent a standard fruit basket to each of the hospitalized accountants, and was visibly shaken by the effect his website seems to be having on left-brain types.

"First the porn industry, and now certified accountants! What have I done? I simply wanted to launch this website as my gift to the world... I am NOT a monster... I just didn't want to do a 'traditional' website. It's tough to nail down exactly what my company does, so I couldn't do a standard site.

"Basically, I'm in the business of creative thought. I think of stuff... and people pay me. Some not as quickly as they should (and you know who you are)... But that's what I do - anything that requires creative thought. I love what I do, and I love my new website... but if it is going to hurt people, I may have to consider adding a 'Message From The President' button," Dabs said, fighting back tears, and flipping through last month's issue of *Popular Busty Mechanics*.

dabsads is a creative marketing resource for anything that requires innovation, communication, or four D batteries. If you're looking for strategy or execution in any medium or vehicle (print, radio, TV, direct mail, collateral, newsletters (no, seriously), websites, interactive media, or anything else to get your message out), please send a non-threatening e-mail to: [dabs@dabsads.com](mailto:dabs@dabsads.com) or call 317-826-0812.

what  
the?

dabsblabs is designed by Miles

Design, printed by Print Resources

in Indianapolis, and banned in 17

countries and most homes and

businesses with any sense of taste.

## Dabs Spouts Off... "I Hate To Say I Told You So..."

I never wanted to use this newsletter as a bully pulpit, because, as those of you who know me will attest, it's not like me to expound opinions or force my wisdom on the hordes of wrong-minded people out there.

But I feel I must, because marketing stupidity has recently caused another death. It was a senseless death, and one that could have been avoided, had someone only listened to me!

It's Thanksgiving night. After eating a delightful meal with her relatives, Bethany Creamer gets into her car to make the 12-mile drive home. No, she isn't sleepy from the tryptophan in the turkey (which is a myth I'm sick of hearing and one which I will completely de-bunk in my upcoming pamphlet – *It's NOT The Turkey, Stupid: The Thanksgiving / UFO Cover-Up*).

Sorry – I digress. Sometimes I do that after a 6" turkey sub. Anyway, Ms. Creamer is about 2 miles into her trip home, when she hears a compelling radio commercial about a series of self-help tapes entitled - *The Linkletter Method of Improving Your Memory and Concentration*. She is very interested in the product, and after only 45 seconds of the commercial, she is convinced the Linkletter Method can help her.

Then things go horribly wrong. The buttery-voiced announcer, having already hooked his prey, proceeds to invite listeners to call the toll-free phone number. He reads the number once – 1-800-929-4387... Ms. Creamer thinks to herself that she'll never remember that number... But the announcer is prepared for that, and he oozes out his next line – "That number again –"

In the split second that it takes for Ms. Creamer to reach for the notepad in her purse, she takes her eyes off the road, swerves through a ditch, crashes into the wall of Wee Willie Winkie's Day Care Center (Relax people, remember, I said it was night, so there were no kids there). Unfortunately, the night janitor, AT THAT VERY MOMENT, is applying sawdust to a puddle in the front lobby. (Again, relax people. I would NEVER kill off a janitor. I was one.)

The janitor, sees Ms. Creamer's car, smells the turkey on her breath, and makes a move to sidestep the oncoming disaster. But the over worn soles of his boots (he could get new ones if they'd pay him what he's worth) cannot grip the linoleum through the sawdust and vomit mixture, and he slips backwards, falling through the Christmas diorama display, across the carelessly piled nap mats, and right onto Willie... the gerbil mascot.

Dear Santa: I would like a new LIVING gerbil for Christmas.

I hate to say I told you so... but during my 16 plus years in the business, I have constantly preached that phone numbers HAVE NO PLACE IN RADIO SPOTS. My claim has always been that radio listeners are usually behind the wheel, and won't write down a phone number. And I predicted that, if thoughtless ad agencies continue to put phone numbers in their spots, someone WILL try to write one down, and the results will be tragic.

And now, unfortunately, I have the dead gerbil to prove it.

## Hey Dabs!

Hey Dabs:

Every year, right around the holidays, my children turn into greedy little bastards. What's the deal with that? And, as a marketing expert, can you help me?

- Brian M.

Brian:

Don't worry, it's been happening for years, and it's the results of millions of hours of research and scheming by some of the most brilliant minds in marketing.

If you'd like more detailed information, I'd recommend a study commissioned by the Disney Corporation entitled – Happy Holidays For Disney: Forging A Profit Trail By Creating A Nation of Greedy Little Bastards. As a marketing expert, the best advice I can give you is this... buy your children everything they see on TV, or hear about on the radio... unless there's a phone number in the spot.

Hey Dabs:

You told me this would heal, and it still hasn't.

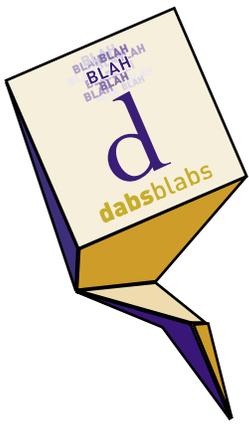
- Tina Aguilera

Tina:

You've been picking at it, haven't you?

**If you'd like to benefit from Dabs' sage marketing advice, send your Hey Dabs! correspondence to: [heydabs@dabsads.com](mailto:heydabs@dabsads.com)**

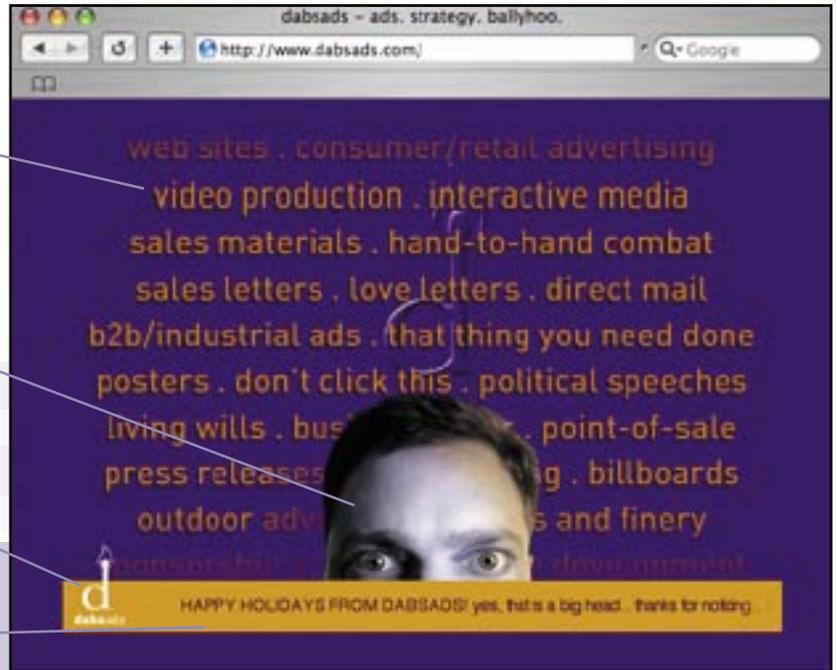




## Anatomy of a Website: [www.dabsads.com](http://www.dabsads.com)

There is truly a science to designing and developing an effective website.  
I was never good at science.

- A list of 71 things Dabs will do for money, and three things he will do on a dare. What more do you need to know? Well, if you must, you can click on some of them. And eventually, there's a way to contact Dabs and request samples of his work.
- Partial photo of Dabs (The Biggest Head in Advertising) has been included to make you feel much better about your own appearance. And, since Dabs' big head always seems to get in the way, you can move it.
- After severe arm-twisting, I was convinced that the site might need to contain my company name.
- Watch as the nonsensical ravings of a brain gone bad scroll by.



# HAPPY

# HOLIDAYS!

# FROM ALL OF US AT DABSADS.