

## Study: Three's the Lucky Number in Advertising

Ever watched a commercial or read an ad and counted how many times a positive claim was made about the product? Probably not, but a study done by Georgetown University suggests that an audience is affected by the number of benefits asserted in advertising.

Three is the magic number, according to the research. Although people did not show much skepticism during the first three claims, they became wary once a fourth was presented.

"The study doesn't surprise me," comments Christina Egts, senior strategic planner at Boyden & Youngblutt, a marketing agency in Fort Wayne. "Too many claims can feel overwhelming, like you're not showing both sides of the coin. People will think you're not being real and that it's too good to be true."

She adds that research conducted by Boyden & Youngblutt has yielded similar results, contending, "People aren't going to remember more than three claims, so you want to give them the top three and show them how it will personally affect their life. Give them a story built around the top benefits instead of a laundry list."

**RESOURCE:** Christina Egts, Boyden & Youngblutt, at [www.b-y.net](http://www.b-y.net)

## Workers Looking to Stay ... and Thrive

Workers who remain in their jobs past the "traditional" retirement age are not to be underrated. A number of factors have contributed to this new trend, with many seniors continuing to work simply because they love what they do.

The Indiana Chamber Foundation published a December 2009 report titled *Aging Implications: A Wake-up Call*. *BizVoice* followed with a five-part series in 2011 examining the topic from a variety of perspectives. Access both at [www.workforcewise.com](http://www.workforcewise.com).

According to Gallup's annual Economy and Personal Finance survey, the average retirement age in the U.S. has increased from 57 in 1993 to 59 in 2003 and now to 61. And more than half of those between the ages of 58 and 64 who are still in the workforce plan to remain past the age of 65.

Reasons for the change include reduced retirement savings due to the economic downturn, laws banning mandatory retirement, the increase in age for Social Security eligibility and, maybe most predominantly, substantial improvements in health and vitality.

An expert at the Boston College Center for Retirement Research writes, "By the age of 75, nine out of 10 people have retired, but the minority who do continue working aren't just survivors – they're thrivers." Recent examples include a 99-year-old nutrition scientist who directs lab research at the University of Illinois and a 95-year-old neuropsychologist who is active at the Montreal Neurological Institute and Hospital.



**RESOURCE:** The Sloan Center on Aging & Work at Boston College

## LABOV Employees Give Back to Help Others

Many companies claim community outreach as a commitment, but LABOV Marketing Communications and Training has truly "gone above" in its most recent Go Beyond Give Beyond campaign. The Fort Wayne-based business devoted 12 hours to local non-profit Kate's Kart (which provides new, free books to hospitalized children) earlier this year, utilizing employees' skills and talents to help the organization.

It all started in 2012 in an effort to enliven the company's traditional holiday card. "We wanted to do more than just give a paper card in the mail to our clients," recalls Tamzen Meyer, senior writer at LABOV.

LABOV employees participate in the 360° Brand Assessment process as part of the 12 Hours of LABOV.



The company had decided to donate \$1,000 to a non-profit organization, chosen by a public vote and advertised on the holiday card. "Not only did a public vote make the event more social, but it also gave these non-profit organizations visibility even if they didn't win," Meyer explains. "Thousands of people were voting on the web site, and the holiday card goes to clients all around the country."

But LABOV wanted to go further. The following year, the company introduced 12 Hours of LABOV. The day consisted of a brand assessment and strategy sessions. LABOV employees collaborated with the Kate's Kart team to design an updated logo and company web site.

Although the program was created to give back to a local non-profit in need, it ended up being a rewarding experience for LABOV employees as well. "We all felt like we had given so much that day," Meyer shares. "And it was an opportunity to work cross-functionally and work with some people in different departments that we don't always get to work with."

LABOV has not made official plans to conduct a similar program this year, but Meyer offers that it likely will. "There are a lot of organizations in need, and our hope is that we will inspire other agencies in the area to host similar programs."

**RESOURCE:** Tamzen Meyer, LABOV Marketing Communications and Training, at [www.labov.com](http://www.labov.com)

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