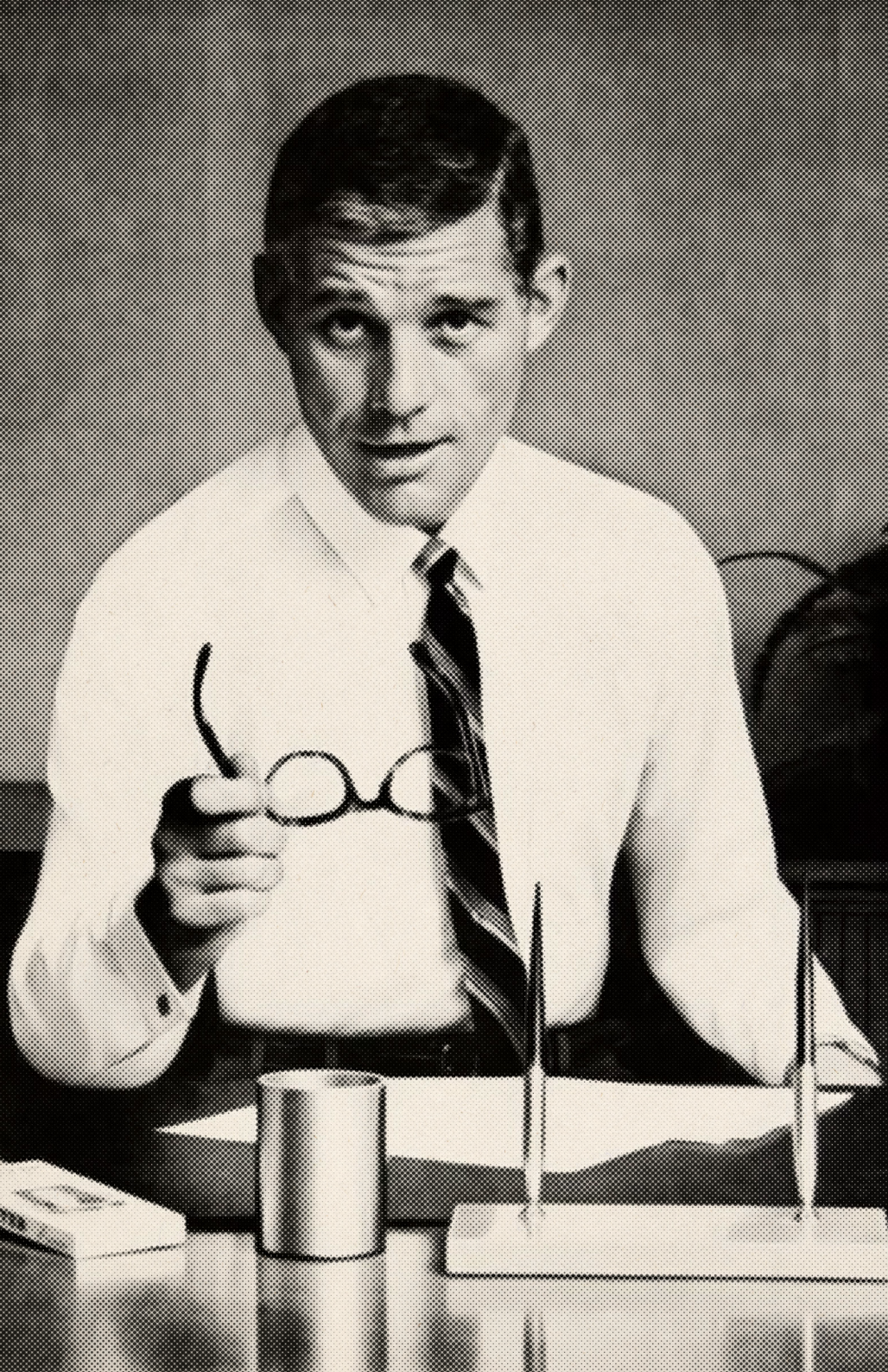


Once upon a time, bids were dreadfully boring.



The palette was monochrome. The font was Times New Roman. The client was, frankly, bored to death.

Then at long last the penny dropped. Bids needed to look better.

Marketeers from far and wide flew into action, and suddenly bid documents were beautified with clip art, drop shadows and stretched logos.

Oh dear.

However, in the summer of 2008, just when it looked like all hope was lost, something remarkable happened.

A maverick team of creative advertisers - the type that turn brands into household names with iconic campaigns like "You've Been Tango'd", "If Carlsberg Did..." and "Wassuuuup" - had a brainwave:

"Let's do this for bids," they said. "We're going to create knock-your-socks-off advertising campaigns, not for brands but for businesses bidding into other businesses. We're going to help make bids extraordinary."

And just like that, the bid world was sent into a tailspin.

Of course, there were naysayers. Cries of "we already do that!" rang out across the land. No you don't, Bob.

But it didn't take long for a few bid teams with massive cajones to discover what's possible when you're willing to do something nobody else is.

Soon front covers became billboards. Dividers became prime storytelling space. Pitches became truly memorable.

So folks, there's a moral to this tale: make advertising part of your bid story and win happily every after.

Just do it.

Sterling McClaine
SMSW Media - The Ad Agency For Bids