

# How to end frustration

 By [Claudio Milo](#)

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Frustration is the result of a misunderstanding almost always caused by miscommunication. The logical approach should be to manage communication and set up a standard for communication before going to business - unfortunately this logic is not part of human nature because it means trusting in another to perform an action on a very precious thing.



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## The frustration

The kind of frustration described here may be a very relatable feeling experienced by the advertising agency and its client, the brand. As an example, to illustrate it better, think of ABC Advertising who takes on a big client, XYZ Supplies.

A campaign is launched to bring XYZ more attention - but the executives hate the idea, and keep sending it back to the advertiser with large, often red, question marks (not to mention a string of exclamation and other keyboard marks).

## The client's argument

The client in this case, XYZ Supplies, is the unrefuted authority on its products and services - it knows how many customers prefer certain products, etc. It also has a technical knowledge that no advertiser can dare challenge. The client wants its customers to love its products; and it has a special passion to ensure every detail of its wonderful product is known and understood.

Therefore, it is not unreasonable to side with the client when he receives a draft for an advert that contains little or no information about the specifics of the product he is spending hundreds of thousands to promote.

## The advertiser's argument

Within an advertising agency, there are various specialist and qualified persons who make up a team to create, execute and manage a brand campaign. The team usually comprises a graphic designer, a brand manager and a copywriter - each person has a skill necessary to ensure brand success as well as return on investment for the client.

Most copywriters are trained not only in human behavioural psychology but also in linguistic modification and operation so that, through their engineering, a message can be caught, understood, felt and remembered by the customer who views or reads it.

The problem advertisers face is from clients who do not believe fully in the philosophy of advertising in which, for example, Nike's "just do it" tag line must have been initially received with a collective eyebrow-raise.

However, the tag line, which has nothing to do with footwear, became the very successful voice, nature and essence of the brand. It is this feeling the advertiser wishes to evoke in the customer; and not necessarily provide the customer with a thesis on the product and its capabilities.

## **For customers' sakes**

Both parties need to realise that both their work has one aim: to bring in the customer - when they realise this, and trust this, perhaps a meeting of minds can be initiated.

Also, if the client gives in to the advertiser's skill and experience, it is only fair for the advertiser to produce measurable results.

## **ABOUT CLAUDIO MILO**

Claudio is a copywriter with work experience relating specifically to commercial literacy-as a copywriter with years of experience in writing copy for many public relations companies and various brands, his skill-set is poised to contribute greatly to public relations companies or advertising agencies in which his specialised sense of accuracy and efficacy for copy must be an asset. His area of expertise lies primarily in copywriting-especially in press releases - and corporate copy editing, proofreading. Twitter claudio\_milo

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