

**FIGARO**  
SYSTEMS, INC.

Innovators and global leaders in multilingual text delivery systems for the performing arts.

What do the most savvy show people have in common? They use the world's finest opera house technology.

*Demand for New Art*



...ALA, COVENT GARDEN, WIENER ST...  
...opera houses throughout the world...  
...ally controlled, multilingual seat-back...  
...optimum accessibility to the most disc...  
...ured with a host of new displa...  
...al seat-back monitors, handheld wi...  
...nel screens, seat-back video mo...  
...tions, Figaro's Simultext™ System...  
...d text delivery option on the marke...  
...ovative software, translation displa...  
...ge in the world, plus program a...  
...ng and sponsorship acknowledgme...  
...ble touch of a button.

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*Simultext*



anta Fe Trail  
New Mexico 87505 USA  
-8364 \ WWW.FIGARO-SYSTEMS.C

# B2B Ads Before and After

A fresh creative case study  
by Jeffrey Goldsmith, Marketing Consultant  
<http://jeffreygoldsmith.com>



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...ystem from  
...ovent Garden,  
...audiences enjoy  
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# Context

Figaro Systems makes devices and server software that displays subtitles in multiple languages on theatrical seatbacks.

Their “agency” developed ads were unremarkable, but they wanted to make a splash in the opera management market.



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What do the world's  
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have in common with the  
world's finest opera houses?

*Demand for New Audiences!*

The Santa Fe Opera, Santa Fe, New Mexico

*L*A SCALA, COVENT GARDEN, WIENER STAATSOPER and other famous opera houses throughout the world know that Figaro's individually controlled, multilingual seat-back titling system delivers optimum accessibility to the most discriminating audiences.

Configured with a host of new display devices such as individual seat-back monitors, handheld wireless displays, large flat panel screens, seat-back video monitors or multiple combinations, Figaro's Simultext™ System is simply the most advanced text delivery option on the market today. Powered by our innovative software, translation displays in any written language in the world, plus program annotation, closed captioning and sponsorship acknowledgment are delivered with the simple touch of a button.

*Bravo Figaro!*

*Audiences worldwide give  
Simultext™ a standing ovation!*

536 Old Santa Fe Trail  
Santa Fe, New Mexico 87505 USA  
1-505-471-8364 \ WWW.FIGARO-SYSTEMS.COM

# What makes ads bad?

- Too much copy.
- Busy design.
- No clear message.
- Fuzzy benefit.
- Staid imagery.
- Focus on features.
- Pointless tagline.
- Et cetera.

## < Before



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# How to make ads good?

- Identify the #1 benefit.
- Identify the #1 takeaway.
- Features support benefits.
- Explore crazy concepts.
- Use a headline that expresses the benefit or is a call to action.
- Use interesting images.
- Be brand and target market appropriate.

## After is on next page



Deh vieni non tardar, o gioia bella.

今来て、延着しないでください、すてきな喜び

Ven ahora, no te demores, adorable alegría.

ليمج حرم، رخأت ال، نآلا يلداع

Come now, delay not, lovely joy.

Make your audiences happier now - by giving them the choice of up to seven simultaneous translations of libretti, dialogue, and even sponsorships, in any written language on Earth.

Help them understand "la voce che adoro" with a supertitle or seatback text delivery system from Figaro. Join the Royal Opera House Covent Garden, Wiener Staatsoper and La Scala, whose audiences enjoy some of our 20,000+ screens installed worldwide.



**FIGARO**  
SYSTEMS, INC

*Multi-lingual text display.*

[www.figaro-systems.com](http://www.figaro-systems.com) +1 505.471.8364

# Why it's good.

The benefit to **audiences** is clear: this product helps them enjoy opera in multiple languages.

Clear call to action: install this device.

The ad is brand appropriate: the headline is expressed in multiple languages.

The image is market appropriate: classic and cutting edge, like opera technology.

The tagline is clear: multi-lingual text display exactly defines the product.



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worldwide.



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再見。

See you soon?

またお会いしましょう

Sehe ich Dich bald wieder?

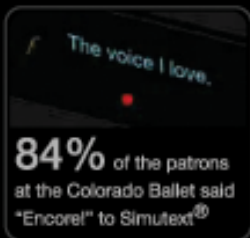
¿Nos vemos pronto?

بميدق امع لانا ك

## Will they be back?

Yes, if you engage your audiences with personal text delivery or advanced supertitles in any written language in the world. And you can offer this elegant amenity to increase attendance and appreciation, no matter the size of your space.

From La Scala to the Brooklyn Academy of Music, the 20,000+ screens we power display dialogue, information, and sponsorships that will return your wise investment.



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# New message. Same benefit.

The high level benefit is the same: This product helps audiences enjoy opera.

The secondary benefit is different: This products increases repeat visits.

The 80/20 rule applies to the performing arts – 80% of revenue comes from 20% of the audience.

Suggesting that this tech amenity can shift returns higher is a huge benefit.



See you soon?

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The voice I love.  
**84%** of the patrons  
at the Colorado Ballet said  
"Encore!" to Simutext®

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display.  
171.8364

# What Figaro Got. (And so can you.)

**Attention** – everyone in the industry saw these ads.

**Great placement** – because the magazines liked the ads.

**Great Deals** – last minute buys, negotiated great rates.

**Credibility** – print ads make people pay attention.

**Comprehensive reach** – Opera Now and Opera News are read by everyone in the world of opera.

For more information,  
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Consultant via

<http://>

[jeffreygoldsmith.com](http://jeffreygoldsmith.com)