

THE MOST EFFECTIVE AD I EVER WROTE WAS ON A BATHROOM STALL



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Long before *Lionel*, *Northeastern*, *P&G*
or *Why People Don't Buy Things*,
I was running for class president
at UMass.

I had no budget.

No media plan.

No focus groups.

No AI.

Then I realized something...

People sitting in bathroom stalls
had nothing to do but read.

So the night before the election,
my friends and I posted this message
at eye level on every bathroom stall
on campus:

**"DON'T JUST
SIT THERE
IN SOLACE.**

**GET UP AND VOTE
FOR KIM WALLACE."**

The campaign had impact.

**And amazingly,
I WON BY
TWENTY POINTS.**

Looking back, I discovered
my first marketing insight:



**The most effective advertising
messages create an emotional
connection and appear where
people are most likely to
notice them.**

*Sometimes the media placement
is as important as the message.*