

THE COMPELLING CONTENT CAPER

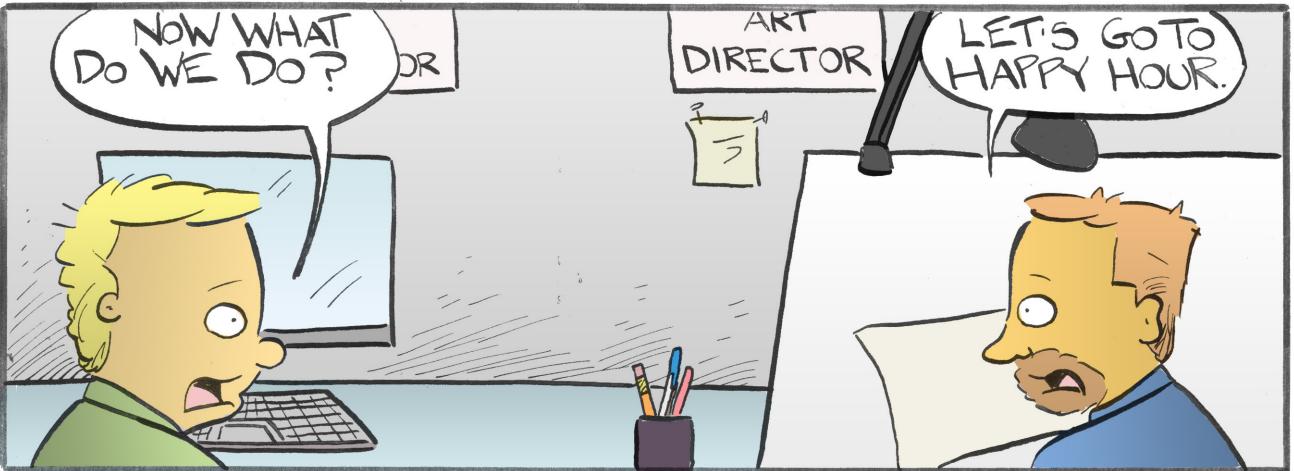
A
MAX IMPACT
MYSTERY

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IT'S THE AGE-OLD DILEMMA: SAY IT OR SHOW IT.

SOME PEOPLE PREFER VERBAL INFORMATION.
SOME PEOPLE PREFER VISUAL INFORMATION.
SOME PEOPLE PREFER BOTH.

EITHER WAY, YOU CAN'T PLEASE EVERYONE.
BUT THIS WAS A CASE IN WHICH NO ONE
WAS PLEASED. IT WAS MY JOB TO
GET TO THE BOTTOM OF IT.





THERE'S SOMEONE ON THE PHONE ABOUT A BLOWN MARKETING CAMPAIGN AT OMNIWORLD MEGASYSTEMS

WHAT DO THEY WANT FROM ME, MISS NOMER, GRAMMAR LESSONS?

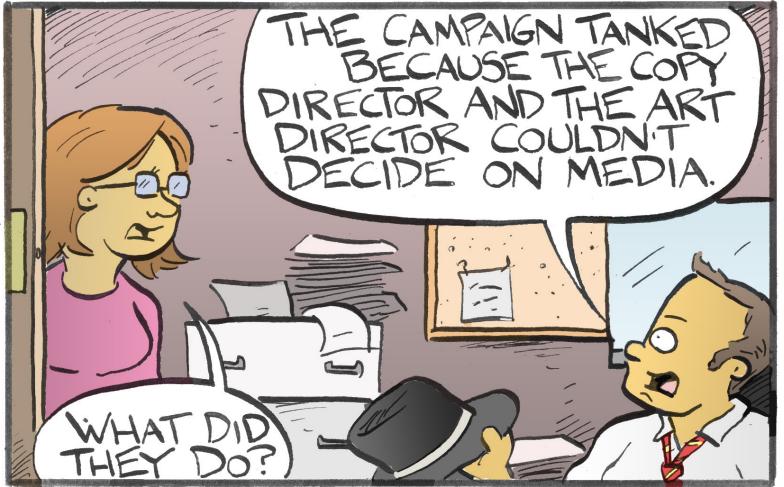
I THINK THEY'RE HOPING YOU CAN TELL THEM WHY THE CAMPAIGN WAS A BUST.

MAX IMPACT MARKETING DETECTIVE

MAX IMPACT



OKAY. I GET IT. THE CAMPAIGN BOMBED AND YOU DON'T KNOW WHY. I'LL BE OUT THERE AS SOON AS I CAN.



THE CAMPAIGN TANKED BECAUSE THE COPY DIRECTOR AND THE ART DIRECTOR COULDN'T DECIDE ON MEDIA.

WHAT DID THEY DO?



WENT TO THE BAR AND GOT SLOSHED.

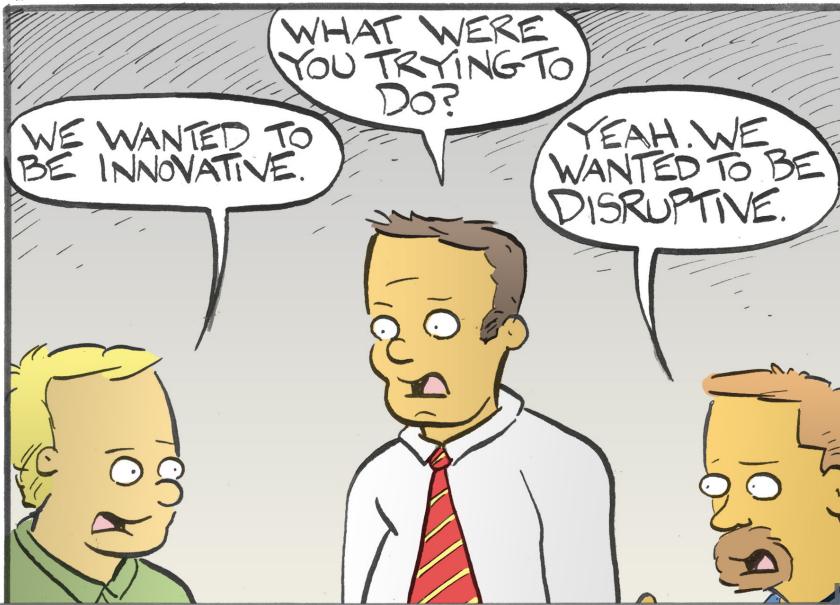
THAT WAS CREATIVE.

I WASN'T SURE IF ANY OF THE DUDES
AT OMNIWORLD MEGASYSTEMS WOULD BE
INDICTED FOR ANYTHING. BUT THEIR
MARKETING CAMPAIGN WAS EVIDENTLY A CRIME.

I COULDN'T BE SURE UNTIL I CHECKED IT OUT
FOR MYSELF, OF COURSE. BUT IT WAS A SAFE BET
THAT EVEN IF THEY HADN'T RUN AFOUL OF ANY
LEGAL STATUTES, THEY'D VIOLATED THE LAWS OF
MARKETING SAVVY AND COMMON SENSE.

I DECIDED TO TAKE THE DIRECT APPROACH.







AFTER MEETING WITH THOSE TWO GUYS — AND GETTING A SENSE FOR THE KIND OF COLLABORATIVE FOCUS THEY BROUGHT TO THEIR WORK — I DECIDED THE BEST WAY TO RUN WITH THEM WAS THE SAME WAY THE TORTOISE RAN WITH THE HARE: SLOW AND STEADY.

IN AN EFFORT TO CRACK THIS CASE AND GET THE CAMPAIGN BACK ON TRACK, I SET UP ANOTHER MEETING FOR THE NEXT DAY, HOPING IF THOSE TWO CHUCKLEHEADS HAD AN "A GAME", THEY'D BRING IT.



WHAT ARE YOU TRYING TO MARKET?

A BIG DATA KEYBOARD.

YEAH. IT TYPES MORE INFORMATION THAN YOU NEED.



WHAT DO YOU DO WITH THE EXTRA DATA?

WE DON'T KNOW.

NO ONE ELSE DOES, EITHER.



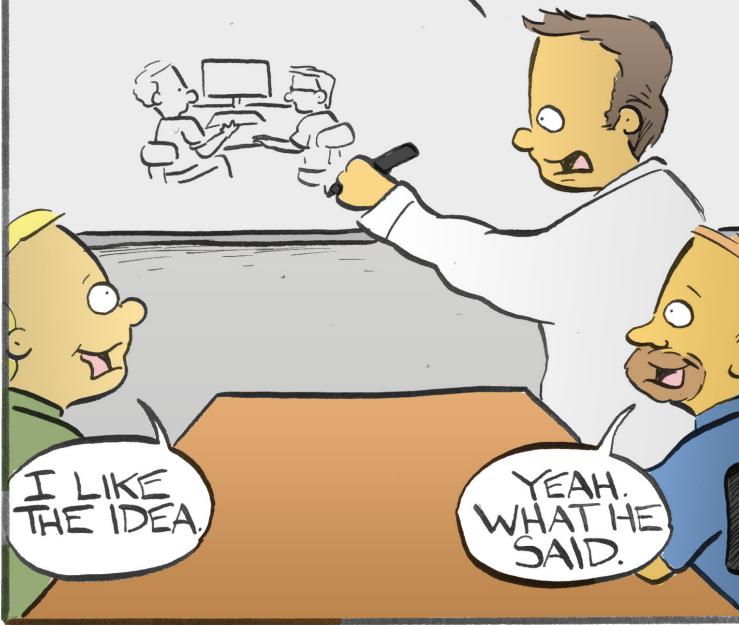
WHY ARE YOU DOING THIS?

IT'S REALLY HOT RIGHT NOW.

THE BOSS SAID SO.



OKAY. LET'S TRY AN APPROACH THAT USES SPARE, POINTED CONTENT AND A SIMPLE, ENGAGING VISUAL.



I LIKE THE IDEA.

YEAH. WHAT HE SAID.

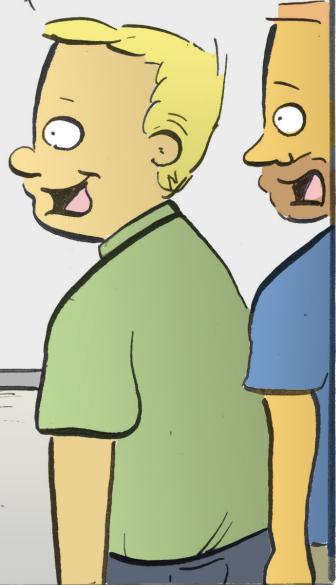
THERE. MINIMAL CONTENT. ONE ILLUSTRATION. POINT MADE.

HOW'D YOU DO THAT?

THAT'S COOL.

SEE? ONE KEY MAKES ALL THAT DATA.

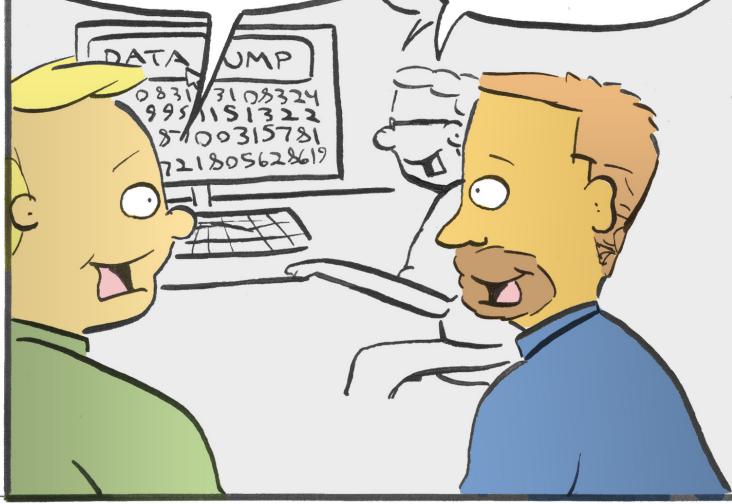
Wow! THAT'S BIG!



HEY! THAT'S REALLY ENGAGING!

YEAH! AND I LEARNED SOMETHING!

NOTHIN' GETS BY YOU GUYS.



AFTER OUR MEETING, I WAS PRETTY SURE THE NEXT CAMPAIGN FROM OMNIWORLD MEGASYSTEMS WOULD BE MORE SUCCESSFUL THAN THE LAST ONE, ESPECIALLY IF THOSE TWO GUYS MANAGED TO BURY THE HATCHET AND WORK TOGETHER. ALL THEY HAD TO REMEMBER IS THAT — IF THEY CREATE CONTENT AND VISUALS WITH THE POWER TO ENGAGE, ENTERTAIN, AND EDUCATE — THEY'LL BE OKAY. SO WILL THEIR MARKETING EFFORTS. AND SO WILL THEIR BOTTOM LINE.



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