

Charlie Chaplin's business acumen rivaled his creative genius. His image continues to pay off for his heirs—and for anyone who can afford to pay for the right to use it.

THAT'S WHY THE PC IS A TRAMP

The story of industry, of individual enterprise, humanity crusading in the pursuit of hoppiness.

From the titles, *Modern Times* (1935)

Not so very long ago, Billy Scudder (opposite page) had little use for a computer, let alone the double disk drive IBM beauty he now has stationed in his home. Until 2 years ago, he probably couldn't afford to buy one. Now, it's only fitting that Scudder have his own deluxe IBM PC. Why? Because he helped make the IBM PC famous. Or the PC made him famous.

At least it has made his interpretation of Charlie Chaplin famous. His Charlie is the one you see in ads for the IBM PC. It is

Billy Scudder's quirky though authentic impersonation of this century's greatest funny man, Charlie Chaplin, the personification of twentieth century pathos and determination, that has come to represent the latest profit center of the IBM conglomerate. This 5-foot, 6-inch actor, who once played Chaplin's Little Tramp 8 hours a day for tourists at the Knott's Berry Farm amusement park in southern California, represents a landmark product in the short history of personal computing—and potentially an entire industry of software and compatibles.

"They had been auditioning Chaplins in New York and Los Angeles," recalls Scudder. "It was a typical talent search

where word spreads and all the Chaplins come out of the woodwork. For my first audition, I came right from Knott's Berry Farm where I had been doing Chaplin all day. I've been working most of my life as a performer and supporting myself this way. I also sing and dance and write, but Charlie was one of the things that kept giving me money continually and I kept doing it. I kept wanting to be me, but people kept wanting me to be Charlie."

The creative team at Lord, Geller, Fredrico and Einstein (LGFE) certainly liked Scudder's Chaplin. LGFE is the New York advertising agency hired by IBM to create an image for IBM's entry into the personal computer marketplace.

"They said it was my eyes that attracted them," said Scudder. "I don't look like Charlie. We are, about the same size, but my nose and mouth are very different. The eyes do it. I look vulnerable. That's the key to Chaplin," Scudder explained. "He did all those tricks and mischief, but he was still vulnerable."

IBM wanted vulnerability. Its marketing strategy was to take a collection of electronic chips and promote it in a friendly, useful, non-threatening package. It worked for Apple and Commodore: why not for the folks from Armonk, New York, who had long enjoyed if not encouraged the image of a powerful corporate giant with the code name Big Blue? If IBM was going to get a foot in the door of schools, households, and small businesses, it would have to strip off its white shirt and blue suit respectability and replace it with a dusty coat and a pair of baggy pants.

"He's like you or me," Scudder continued, referring to the master. "He is the essence of all of us. I have done most of the

clowns in history—from Pierrot to Harlequin—and none of them register as much as Charlie. People read Charlie and feel comfortable with him. He is as vulnerable as we all are in this great big world."

The Tramp in Modern Times

Forty-five years before IBM introduced the PC, calling it "a tool for modern times," Charlie Chaplin produced a contemporary statement of his own: an 85-minute film parody of industrialization that he wrote, starred in, scored, cast, directed, and produced.

In the mid-thirties, when Chaplin's opus, *Modern Times*, was made, he exerted absolute control over the expression of his talent. He would continue to exercise similar artistic authority throughout his life—and even afterward. By doing so, he took the Little Tramp, whom he first introduced to America in 1914, and created a universal classic. In the course of Chaplin's movie career, the Tramp appeared 70 times. Ironically, its last appearance was in *Modern Times*, though the dignified vagabond would live long after 1935 as a trademark that Chaplin shrewdly developed as a minor industry.

Modern Times itself was more than a film vehicle for Chaplin's newest wife, Paulette Goddard. It was his treatise on industrialization, a springboard for his increasingly public socialist sentiments—sentiments that would cause him to be hounded during the McCarthy era and that eventually forced him from his adopted country.

Given this background, it may seem odd that IBM, a great symbol of corporate America whose name is synonymous with the silent power of big business, would adopt such a potentially controversial symbol for its bid to share in the consumer's discretionary dollar. Such ironies are the stuff of PhD dissertations, not clever marketing. While erudite film buffs may enjoy exploring the implications, marketers understand that the Little Tramp has little to do with the real story of its creator. Like Bogie, Marilyn, and Elvis, the Little Tramp is an emblem—suitable for framing or silk-screening on everything from T-shirts to coffee mugs. Other dissertations might highlight further ironies, particularly the adoption of the Little Tramp as a micro-age mascot in view of Chaplin's cinematic slip at progress in *Modern Times*. To this, the computer contingent



can readily retort that *Modern Times* is not about industrialization, but human freedom. As many of the early PC ads and commercials implied, the Personal Computer, like a 16-hit Moses, can help to set us free.

What would Chaplin have thought about the Personal Computer? Billy Scudder thinks he knows. "I think at first he would have been indifferent. That's how he would feel until he used one on one of his scripts. Then he would have said, 'Oh, yeah, this is great!' He would have used it a lot. He was one of those people who loved to manipulate. That was why he wrote, directed, and produced everything himself. He was a user of technology."

Roy and Bubbles

When Charlie Chaplin died, on Christmas Day 1977, his Little Tramp was not cast unprotected into the world of the public domain. A businessman as shrewd as Chaplin wouldn't allow such a thing to happen to such a dear and lucrative friend. In 1978, the copyrights to the Little Tramp and all of Chaplin's movies were



acquired by an enterprise known as Roy Export, based in Liechtenstein, a principality on the Rhine between Switzerland

IT HAS
since become common knowledge that it's not nice to fool around with Roy Export, or for that matter, with its French merchandising arm, "Bubbles."

and Austria, favored by many as an international tax haven. Although the nature of Roy Export's corporate structure and shareholders is not publicly known, it is generally surmised that the company represents the remaining members of the Chaplin clan.

Roy Export protects Charlie Chaplin's heirs and his public image with the power of some of the biggest legal guns throughout the world. From its public dealings, it is apparent that the company has a vested interest in protecting the Chaplin name and image for as long as possible, ensuring, of course, that the family gets a cut along the way.

In reporting Chaplin's obituary, the Columbia Broadcasting System used various film clips from the Chaplin film classics *The Gold Rush*, *The Kid*, *The Circus*, *City Lights*, *Modern Times*, and *The Great Dictator*. The network was slapped with a lawsuit that led to a court-ordered payment of over \$700,000 in fines. CBS argued that its right to report on newsworthy events shielded it from liability under the First Amendment. Roy Export said "hogwash" and collected its bundle after the lower court decision was upheld by the U.S. Court of Appeals.

It has since become common knowledge that it's not nice to fool around with Roy Export, or, for that matter, with its French merchandising arm, "Bubbles."

IBM went to Bubbles in 1981 to license the trademark of the Little Tramp for its PC campaign. For an undisclosed sum,

IBM gained exclusive rights to the trademark for personal computers and office products. Bubbles retained the right to review all Little Tramp advertisements or marketing material created for the PC campaign. The deal is renewable in the fall of each year, with IBM retaining the right of first refusal to continue the agreement. IBM has also licensed the title "Modern Times." According to Bubbles managing director Pam Pommier, there is a strong case for stating that even the Tramp's bowler and cane are covered under Bubbles' trademark.

Nevertheless, the success of the PC campaign and the product itself has spawned a legion of print and television imitators. In *PC Magazine*, Volume 1 Number 11, for example, 12 advertisements for software and product peripherals made either direct or indirect reference to the IBM Tramp campaign. References ranged from a mysterious Tramp-like arm in ads for IRMA to a casually placed bowler and cane. And the Tramp has appeared in television commercials for Wang, Radio Shack, and NEC.

What does Bubbles think about the fact that its Little Tramp is rapidly being adopted not only as the symbol of the IBM

PC, but as a symbol of a new industry? Ms. Pommier's response was evasive.

"You mean that is really going on?" she asked.

The Tramp Goes to Court

In the United States, it has been going on for some time. For example, consider the case of Otrona. Collier Buffington, the head of a Denver-based advertising agency, had devised a clever Chaplinesque

THE LITTLE
Tramp is rapidly being adopted not only as the symbol of the IBM PC, but as a symbol of a new industry.

campaign for the portable (non-PC-compatible) Otrona Attaché computer. In the ad, a handsome mustachioed dude is walking down a flight of stairs, casually carrying the Otrona with one arm. Several steps behind, Charlie's Tramp is seen stumbling his way downward with a cane clenched between his teeth, trying to carry an IBM PC. "A little computer will set you free," says the slogan.

Buffington explained in an industry trade newspaper, "The Charlie Chaplin character is recognizable and people who might not know a lot about computers still know what the character means... besides, it also allows a little humor to be injected into the ad."

Not for long. After four insertions of one-third page ads in the *Wall Street Journal*, Otrona was summoned with a cease and desist order by lawyers representing Bubbles. "What upset them was that our Tramp was believable," Buffington, now director of product management at Otrona, asserts. "Besides, all the IBM executives were certainly reading the ad every day on their train ride to Armonk. You better believe they saw it."

On advice of counsel, Otrona curtailed its Tramp campaign, though there was some discussion that the trademark could be challenged in several states. Buffington





The very first computers seemed as big as houses and so mysterious that for most of us, the computer was behind a closed door. But IBM was thinking how to make the computer more useful, and as one good idea led to another, it began getting smaller, faster, less expensive, easier to use. IBM made its personal computer to help a person be more productive, to help a person be more creative, and those are good reasons for a person to feel good . . .

A large photo tacked over the manual typewriter in Tom Mabley's office at Lord, Geller, Frederico and Einstein, depicts an irritated Little Tramp and a bruiser with a grin who has just snatched his bowler and cane. The bruiser is Mabley, senior vice president of creative at LGFE and head of the team that devised the IBM/Tramp liaison. With the photo as evidence, Mabley undoubtedly is capable of loosening up, but apparently not for interviews. You don't loosen up about IBM in public and expect to represent it for long.

IBM, however, wanted a "loose" image for the PC. This was the reason the corporation went to LGFE, known on Madison Avenue as a "creative" shop run by "creative" types. It did not start out 15 years ago as such. LGFE is a wholly owned (though autonomous) subsidiary of J. Walter Thompson, the worldwide advertising

gent. LGFE is noted for its classy clients such as IBM, Steinway, Hennessy cognac, and The New Yorker magazine.

Mabley and the Tramp are still at work, having just completed a new summer TV ad (pending IBM approval et presstime) and having recently launched a PC-XT print campaign that features two roses (instead of one) and the slogan "Power to the Person." (Was Abbie Hoffman contacted for licensing rights?) Business Week predicts that IBM will spend \$13 million on Personal Computer advertising this year. Chances are excellent that the company will re-license the Tramp from Bubbles again this fall.

At the time Mabley moved to LGFE from J. Walter Thompson in February 1981, the PC was known only as "Acorn." The project had been introduced to the agency the month before, and IBM had already slated an August 1981 launch. Deadline pressure and much more was already in full gear.

"It was a landmark," Mabley explained, "it was the first personal computer offered by IBM. It needed advertising that would be worthy of the event. It also had to be distinguished from other products made by the company. Our creative teams went to work and there were lots of different responses. There was one campaign that employed the Muppets. And of course, we evaluated the use of a spokesman. A spokesman is a natural

IBM,
however, wanted a
"loose" image for the
PC.

thing you cover. But the environment at the time, in terms of competitive advertising, was chock-full of spokespeople . . . Cavett, Cosby. Some of them are very good and very charming and memorable. It was this that led to a different kind of spokesman . . . a silent one. We thought of Marcel Marceau. It was logical for this to bring us to Charlie."

Once Charlie was selected and approved, authenticity became the creative

DOUBLE the EXPANSION CAPACITY of your IBM PC:



- Brings system total to ten slots
- Six expansion slots plus power supply
- No special addressing, part of PC I/O bus
- Compatible with all PC expansion cards
- No noise—no fan

An expansion chassis is a must for anyone who needs to go behind the PC's minimum configuration. Simply plug the I-Bus Six-Pac Expansion Chassis into one slot of your PC—and you've doubled your expansion slots from five to a total of ten. There's no special addressing or software required. Cards plugged into the Six-Pac perform exactly as if they were in the main system unit.

And there's plenty of power, too, because chances are your PC will run out of power before it runs out of slots. The Six-Pac's 40W supply quietly powers its own slots, with negligible power drawn from the PC.

It's only \$695, including 18' shielded interface cable (or \$755 with a four-foot cable). Call us today for all the details.

Call toll free:
(800) 382-4229
in California call (619) 569-0646

The I-Bus Six-Pac Expansion Chassis

I-BUS
SYSTEMS

8863 Balboa Avenue
San Diego, CA 92123

CIRCLE 306 ON READER SERVICE CARD

DISCOUNT

- IBM PC[®] BUSINESS •
- SOFTWARE • HARDWARE •
- NOW IN OUR 4TH YEAR •

ACCOUNTING SOFTWARE

	LIST COST
•CONTINENTAL HOME ACCOUNTANT +	150 90
•BUS. GL. A/R A/P (Est.)	565 319
•All Three-Package Special	1495 968
•S.W. DIMENSIONS ACT'L. PLUS PC	
GL. A/R A/P A/PAY-SP. SO (Est.)	495 288

COMMUNICATIONS SOFTWARE

•D.C. Hayes Smartcom II	119 78
•Microsoft Crosstalk	195 118
•Southeastern Date Capture/PC	120 78

DATA BASE/FINANCIAL MODELING

•Applied Software Ventalcom	389 249
•ASHTON-TATE FRIDAY	295 204
•Eagle Money Decisions	199 127
•LOTUS 1-2-3	495 329
•Microsoft Multiplan	275 175
•Software Arts TRI Solver	299 215
•Software Publishing PFS:File	140 87
•Viscorp Visicalc/256K	250 188
•Visitrend/Plot	300 209

MISC. SOFTWARE

•Comprehensive PC Tutor	80 52
•Continental FCM (Filing/Cat/ML)	125 70
•Digital Research Concurrent CP/M 86	350 229
•CP/M 86	90 38
•IBM PC	200 99
•CBASIC 86	
•PBL Personal Investor (128K)	145 95
•Peter Norton Utilities	80 53

WORDPROCESSING SOFTWARE

•Computer SW Technology Word/PC	90 47
•LUC Easy Writer II	350 225
•Select Word Processing System	565 325
•Scribble Superwriter	295 198
•Spellguard	195 125
•Viscorp Visiword	375 245
•VisiSpell	225 158

HARDWARE SPECIALS

•Corona 5MB Hard Disk System	1795 1825
•D.C. Hayes Smartcom 300	350 225
•Smartmodem 1200	699 499
•Microsoft 64K RAMCARD/Ramdisk	350 230
•Novellon 232 Ad. Card	699 558
•Smart Cat 103/312	350 215
•Practical Microflier II - in-line/32K	295 209
•Quadram Microflier 128K	159 133
•Quad 512 + w/4K	325 220
•STB Super RIO 64K Multifunction Card	325 220
•D32-232 Parallel Games & Clock Ports	475 338
•Star Gemini 10 Printer (Epson eqpt.)	399 329

dBASE II[®] SPECIALS

d3BASE II (DOS or CP/M-86) \$419 PLUS...

"dBASE II User Guide" by Adam Green
Now...an easy way to learn this #1 Program!
List \$29 FREE w/dBASE II PURCHASE

• dBASE II UTILITY SOFTWARE •

•Fox & Geller Quickcode (Pgm. Generator)	295 178
•dGRAPH (w/ Quickcode)	295 178
•DUTL (Programming Aid)	69 59
•HumanSoft DBPlus (Sorting Program)	125 88

• dBASE II PACKAGE SPECIALS •

•dBASE II + Quickcode	995 569
•dBASE II + Quickcode + DBPlus	1120 698
•dBASE II + Quickcode + DUTL	906A 519
•dBASE II + Quickcode + dGRAPH	1250 748
•dBASE II + ALL FOUR ABOVE	1514 848

•dBASE II User Guide...with dBASE II Utility Packages

CHARGE CARD • 800-845-6620 •

DEBIT CARDS ONLY

• MIN \$200 • MON-FRI 9AM - 4PM PAC TIME •

• TECHNICAL SUPPORT • ORDER STATUS •

• PRICE QUOTES • PRODUCT INFO •

• 213-823-0727 (10AM - 4PM)

CA. PHONE ORDERS ONLY \$20 - \$3 PHONE CREDIT

TERMS: MAIL ORDERS ONLY. Prices/Terms subject to change w/o notice. Some items limited supply. Mail Orders under \$100 - Add \$10. All Sales Final.

PAYMENT: Cashier's Check/Int. Bank Transfers/Personal checks allow us to pay you. C.A. Add 5% Tax. (LA, 5% tax)
-No COD or Terms -C.W.O. only.

SHIPPING: Add 2% (min. \$8) UPS Surface

Postage/Insur. Add \$25 + Postage

MASTERCARD/AVIS: Add 3% (Min. \$200 charge)

* IBM PC-TM of IBM Inc. • dBASE II-TM Ashton-Tate

PCW/EPIC/07

• FREDERICK E. DEEG •

and Associates

13234-A FIJI WAY

MARINA DEL REY, CA 90291

call word of the ensuing campaign. The designers wanted everything to be true to Charlie. David Horowitz's music for the TV spots was written from Chaplin's own score sheets (Chaplin wrote the score for

makers begin to make the micro user feel like he just parked a V-8 sports car instead of a kiddy car in his driveway?

"I think friendliness is going to be with us for a while," said Mebley, but as with the development of any product, sophistication will come. You can draw the comparison with the automobile. Remember "How to Test Drive the IBM Personal Computer?" People will always be looking for a faster car, the better handling car, the combination of consumer benefits that add up to a consumer preference. The more time people spend with computers, the more sophisticated the image will get. Then you will start seeing chic and sophisticated. For now, it's friendly."

Will the Tramp himself evolve in the course of the campaign? Will he have his pants tailored and stiff up his cutaway coat? According to Mebley, IBM intends to stick with the traditional Tramp.

How has the campaign changed Mebley? If the PC is indeed a product that can help transform people's lives, bow has the IBM computer affected the creative director? Mebley's reply referred to the typewriter he currently uses and upon which, most likely, the Tramp campaign was first developed: "The personal computer will probably affect my life more when I finally get one into this office." /PC

EVERYTHING
was done to make this
Charlie human, even
including a kiss at the
end of the "Bakery"
commercial.

Modern Times). Billy Scudder received the nod because he was more than just a mimic; Tom Mebley called his attraction "intelligent." Meanwhile, Scudder was reminded throughout the shooting to "be Charlie." An early attempt to dress the Little Tramp in brown was countered by the actor's demand, "Charlie didn't wear brown." Though the agency maintains the rose was added for color and a symbol of creativity, Chaplin aficionados recognize it as a prop from City Lights.

"What surprises me most about all the other advertisements around, more than their references to the Tramp, is how the rose has been adopted as a symbol. There was nothing unusual about the flower. It probably had been used in business machine ads before. This is really the surprise," said Mebley.

The references to Modern Times are an anti-corporate statement come as no surprise. Everything was done to make this Charlie human, even including a kiss at the end of the "Bakery" commercial, noted by some as the first kiss ever to appear in an IBM spot. Besides, according to Mebley, "What Chaplin described was more than mechanization, but the frustration of mechanization. By bringing Charlie into real modern times, we were able to show how he is finally able to conquer that frustration. It is clear that technology is now on his side."

"On his side" means non-threatening, which in common computer parlance means "friendly." Why not chic, sophisticated, and sexy? When will computer

