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A close up look at **branding initiatives** and a fun quiz for all.
by Jamie Stanco

Positioning, Messaging and Branding are marketing terms often bandied about in boardrooms and C suites before being translated to message-driven advertising campaigns. The manifestation of the campaign is *The Message* which isn't relevant until it penetrates the target audience...and sticks. How well do they stick? Does the message explain the difference between brands? Does it promote customer loyalty? Take **PMG's Power of Advertising Quiz** and see for yourself.

PMG's Power of Advertising Quiz
See page 3 for answers.



1. Some messages make quick inroads into the public consciousness.

- A. What car is....."The Ultimate Driving Machine?"
- B. Who gives you....."The rest of your life?"
- C. Who asks....."Can you hear me now?"

2. Other messages don't penetrate and fade quickly. Do you know who used these messages?

- A. "WASSSSSUP?"
- B. "So where the bloody hell are you?"
- C. "We got it. We get it."
- D. "An American Revolution"
- E. "Beyond precision"

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PMG's Power of Advertising Quiz
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3. Still other messages remain powerful over time. What companies/products are associated with these?

- A. "You deserve a break today"
- B. "Silly rabbit... _____are for kids"
- C. What should we "Leggo?"
- D. "Got _____?"
- E. "You're in good hands with _____"

4. Certain campaigns are memorable because people love the ads, but the ads lack the key kicker of product recall as in "Tastes Great Less Filling", a legendary campaign promoting which beer?

- A. Miller Lite
- B. Bud Light
- C. Coors Lite
- D. Amstel Lite
- E. Fosters Lite

Symbols vs. Brands

Why is branding so difficult to get right? Branding efforts which are perceived merely as attempts to sell products—are doomed to failure. Conversely, well-chosen symbols are often perceived as a customer-dedicated means of bonding and therefore as positive brand manifestations. The Campbell Soup Kids and the Keebler Elves have survived many graphic and animated iterations. Geckos, Tigers, Clydesdales, Cavemen, and Chihuahuas are recent and enduring examples of the public's love for symbols over brands.

5. Can you match the symbol with the brand?

- ___ Green Giant
- ___ Sun Maid
- ___ Mr. Peanut
- ___ Coppertone
- ___ Chiquita
- ___ Gerber
- ___ Hallmark



6. These are the world's most recognizable brands according to a popular independent survey...can you put them order, 1 being the most recognizable?

- ___ Olympic rings
- ___ Coca Cola
- ___ Mickey Mouse
- ___ McDonald's
- ___ Nike



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PMG's Power of Advertising Quiz

7. Just for grins...here are 12 highly promoted advertising messages. How many can you identify?

- _____: The quicker picker upper.
- I just saved a bunch of money _____.
- I Live For This: _____.
- Nobody doesn't like _____.
- _____ Good to the last drop.
- Nothing beats a great pair of _____.
- _____ The company you keep.
- Yo quiero _____.
- Eat Fresh: _____.
- There's always room for _____.
- _____ Because you're worth it.
- _____ It's what's for dinner.

Quiz Answers

1. A-BMW, B-Sleepys and C-Verizon
2. A-Budweiser, B-Australian Tourist Board, C-CompUSA, D-Chevrolet and E-Buick
3. A-McDonald's, B-Trix, C-Eggo, D-Milk and E-Allstate
4. A-Miller Lite
5. G, B, D, C, E, F, A
6. Coca Cola, McDonald's, Nike, Mickey Mouse, Olympic rings
7. Bounty, GEICO, Major League Baseball, Sara Lee, Maxwell House (their slogan since 1926), L'eggs, New York Life, Taco Bell, Subway, Jell-O, L'Oreal, National Cattleman's Beef Assn.

More Branding

What's the route to follow in achieving a brand that really works? PMG is asked this question daily and it's different for everyone. But three truisms exist.

1. No brand can be effective without a solid position, meaning an accurate, sum total of what the product, service or organization really is, what it stands for, and to whom.
2. Every brand needs a message that is warranted, promissory and delivers more than it promises in perceived value.
3. Every brand needs to distinguish itself from all competitors for the right reasons in the minds of the target audience in order to foster continual loyalty.

And PMG adds a fourth truism: Every brand needs continual frequency and quality of exposure in order to remain successful over time. Good luck with all your positioning, messaging and branding endeavors.

Is strategic marketing right for your business?

Call us at **631-756-7160**. Or email us at news@pmgstrategic.com and let's discuss what will work for you.



- ▶ The ballerina linebacker symbolizes PMG. We pride ourselves on the ability to provide strategic marketing services with the creative finesse of a ballerina and the tactical marketing power of a linebacker.



- ▶ Jamie Stanco, President of Progressive Marketing Group, Inc. is a recognized authority on strategic marketing and branding.



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