

MARKETSHARE THROUGH MINDSHARE

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For every great product marketed in the USA, there are a thousand that don't get off the drawing board...five hundred that don't make it to their markets...and about a dozen that go to market and get recalled. 2015 has seen a spike in recalls. Perhaps the most publicized recall were Takata's airbags installed in multiple vehicles, but there were many others. Were you listening to the FDA, the FCC, the Consumer Product Safety Commission, etc., this year? Let's find out.

Published Irregularly, Not Erratically

About Brand Recalls

1. One American tradition that was recalled in 2015 was:

- a. Hormel Spam Original Recipe
- b. SpaghettiOs Original Recipe
- c. Skippy Chunky Peanut Butter
- d. Coke Zero



2. One bright idea dimmed in 2015 with a callback from the maker of which bulbs?

- a. Phillips Halogens
- b. Sylvania LEDs
- c. OSRAM Xenons
- d. Home Depot CFL



3. Best selling products were no exception. Which one was recalled in 2015?

- a. Olympus Point and Shoot Cameras
- b. Altoids Mints
- c. Swingline Model Staplers
- d. Zig-Zag Rolling Papers



4. Pizza lovers take note! Which one was recalled in 2015?

- a. Calphalon Pizza Wheel Cutter
- b. DiGiorno Flash Frozen Pizza
- c. Martha Stewart Collection Pizza Peel
- d. Guido's Gourmet Pizza Pies



5. Fresh produce was no exception to the recall as a rule, including:

- a. Del Monte Granny Smith Green Apples
- b. Andy Boy Broccoli
- c. Honeybell Oranges
- d. Julia's Brussel Sprouts



6. Furniture had its share of recalls, including:

- a. Ethan Allen Broadspan Love Seat
- b. La-Z-Boy Recliners
- c. Bob's Big Beds
- d. Castro Convertibles



7. Candies also appeared on a recent recall list (many for undeclared peanuts and other nuts), including:

- a. Werther's Original Hard Caramels
- b. Happy Holidays Pecan Turtledoves
- c. Kit Kat Bars
- d. Lancaster Caramel Soft Creams



Messaging Of Slogans and Tag Lines

Slogans come and go, and the rare ones last. Take a look at these.

8. It's mountain grown!

- a. Chock Full o'Nuts Coffee
- b. Tetley Tea
- c. Folger's Coffee
- d. Peet's Coffee



9. Because it's like I'm wearing nothing.

- a. Underalls
- b. Overalls
- c. Victoria's Secret
- d. Playtex Bras and Intimates



10. What can brown do for you?

- a. UPS
- b. Dr. Brown's Sodas
- c. Brown Derby
- d. Maple Nut Kitchen



11. Can you hear me now?

- a. AT&T
- b. T-Mobile
- c. The Who
- d. Verizon



12. What's in your wallet?

- a. Citibank
- b. Wonder Wallet
- c. Coach Leather
- d. Capital One



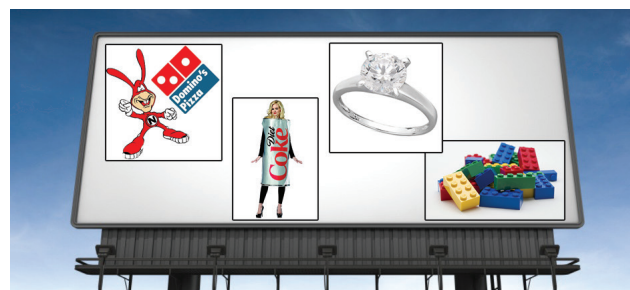
13. Brand blunder? In Germany, Clairol's "Mist Stock Curling Iron" name, unfortunately, translated to:

- a. The Slang for Manure
- b. Product Failure
- c. Foggy Toaster
- d. Red Hot Fireplace Poker



14. Three of the following slogans were short lived. Which one never went public?

- a. Domino's Pizza: Avoid the Noid
- b. Diet Coke: You are what you drink
- c. DeBeers: How else can two month's salary last forever?
- d. Lego: Lego Don't Bego



More Messaging

As PMG continually preaches...messaging is how you say what you say to the people you are saying it to. No website, blog or portal, regardless of the quality of SEO, can be effective without clear messaging written for the specific target audience(s). But, there are innumerable pitfalls. Words that have two opposite meanings are called contronyms. For example, in England, "dollop" means a large scoop or amount, whereas in the USA, it means a small scoop or amount.

Contronyms are dangerous in advertising, press releases, social media, etal.

Recent Headline: "Sanctions for Argentina. Does that mean we sanction (i.e. *approve*) or apply sanctions (*restrict or punish*)?

Recent Headline: "Custom Work Available." Does that mean *common practice* or *special treatment*?

Recent Headline: "Model 3T-1000 Is Finished." Does that mean finished (as in *kaput*) or *completed*?

Recent Headline: "First Degree Success." Does that mean *the most severe* (as in murder charge) or *the least severe* (as in first degree burns)?

Advice to the wise: Avoid contronyms in all communications.

Congratulations:

A hearty round of applause for the **Janetschek Family**. Their benevolence in honor of dad Bill Janetschek, a great Boston Red Sox and NY Mets fan, has resulted in a positive for baseball fans the world over. The dynamite new exhibit "A Whole New Ballgame" at the National Baseball Hall of Fame in Cooperstown, New York, opened to the public on November 7 and was hosted by Hall of Famer Carlton "Pudge" Fisk and Rawley Eastwick. The permanent exhibit traces baseball history from the 1970s to the present and is well worth the trip for aficionados of all sports.*



Ribbon Cutting

Congratulations are due to **North Shore-LIJ** on their name change and new visual identity. Beginning in 2016, New York's largest private employer and the region's largest healthcare provider will become known as **Northwell Health**. The new name reflects the health system's efforts to promote wellness and help guide consumers toward better health.



Congratulations to the crew and sponsors of the **NADA** on their six-day, six-night sail that included voyages to Connecticut, Cape Cod and back to Mt. Sinai Harbor. Six teenage U.S. Naval Sea Cadets from Long Island set sail from Mt. Sinai Harbor and returned with a lifetime of practical sea experience and tactical training. Captain Roger Noakes and three experienced crewmen sailed with the aspiring U.S. Navy Midshipmen aboard the **Nada**, a 47-foot sailing vessel. Covered by the media locally and nationally, the impressive six-day journey was sponsored by **Retlif Testing Laboratories**.*



Congratulations to PMG's own Jamie Stanco - It's quite different from enshrinement at Cooperstown, but Jamie Stanco is officially a Hall of Famer. In recognition of his lifelong contributions to marketing and advertising, Jamie was inducted into the Direct Marketing Association of Long Island's (DMALI) Hall of Fame. *"Few honors have more impact than recognition by one's peers," Stanco commented. "While I might admit falling short of my adolescent dream of batting .300 and hitting 750 homers, this makes up for it. It's a privilege to join the industry leaders in the DMALI Hall of Fame."**



*See Trending section of InDepthLook.org for more information.



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1 Huntington Quadrangle, Suite 3S07 • Melville, NY 11747, U.S.A.
631.756.7160 • www.pmgstrategic.com

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Answer Key

1) b, 2) a, 3) a, 4) a, 5) a, 6) b, 7) b, 8) c, 9) a, 10) a, 11) d, 12) d, 13) a, 14) d