



Of Mission, Vision and Value Statements... What's The Difference?

Marketeers, ad people, and branders have their own language. It's called *indecipherese*. Kind of a verbal hieroglyphics, characterized by being chockablock with jargon. And that confusion extends to Mission, Vision, and Value statements. Keeping them straight is neither rocket science nor brain surgery. After all, they are all statements of a type, but they have distinct properties.

- **A Mission Statement...**specifies the rationale for an organization's being... it is that company's *raison d'être* and is generally rooted in the present.
- **A Vision Statement...**is about future identity and outlines what the organization wants to be and how it will proceed to get there.
- **A Value Statement...**discusses core services and products as well as the organization's culture. Value statements often serve as the constructs for strategic planning and direction.



M&Ms & The Red Scare:

Did you know that red M&Ms were removed from the candy's mix from 1972-1987 due to health concerns over red dye #2, a suspected carcinogen? Oddly enough, the red M&M's did not contain the dye, but you know how people were back in the day!

MATCHING BRANDS & BRANDING

What company are you buying when you purchase a branded product?
You'll be surprised.

1. General Mills owns all these brands except...?

- Betty Crocker
- Uncle Ben's
- Yoplait
- Green Giant



2. Sara Lee owns all these brands except...?

- Ballpark Franks
- Kiwi shoe polish
- Hillshire Farm
- Eskimo Pie



3. Campbell's owns all these brands except...?

- a. Kudos
- b. Prego
- c. V8
- d. Pepperidge Farm

4. Nestlé owns all these brands except...?

- a. Hot Pockets
- b. Stouffers
- c. Coffee-Mate
- d. Kiwi Shoe Polish

5. You're supporting whom when you go to Sea World?

- a. Anheuser Busch
- b. PepsiCo
- c. Gorton's
- d. Disney

6. The company with the largest marketshare in the sporting goods industry is:

- a. Louisville Slugger
- b. Spalding
- c. Zamboni
- d. Wilson

7. The world's largest toy company is:

- a. Playskool
- b. Hasbro
- c. Mattel
- d. Fisher-Price

FACT:

The TV commercial campaign that ran the longest was LIFE cereal's "Let Mikey Try It." The ad series ran from 1972-1984.



Fact: Condimentia? What A Pickle!

Heinz Ketchup, arguably the world's most visibly recognizable condiment brand, has lost its pickle. Yes the green pickle icon with Heinz knocked out in white has been replaced by a vine-ripened tomato design. But it still tastes great!

BEST SELLERS

8. The best selling (non-religious) book of all time is:

- a. The DaVinci Code
- b. The Godfather
- c. The Lord of the Rings
- d. Harry Potter and The Sorcerer's Stone

9. The best selling American vehicle is:

- a. Chevy Corvette
- b. Ford Taurus
- c. Ford F Series Pickup
- d. Cadillac Coupe DeVille

10. The #1 nation for cell phone sales subscriptions is:

- a. India
- b. USA
- c. China
- d. Russia



11. Americans spend more on dog food than baby food. True or false?

12. Americans spend more on cat food than baby food. True or false?

13. New products and technologies are an investment in tomorrow. Which company received the most US patents (4,186) in 2008?

- a. Microsoft
- b. Canon
- c. Hewlett-Packard
- d. IBM

MEDIA CORNER

*How well do you know the media?
Some answers may surprise you.*

14. Which print magazine has the highest % of ad pages?

- a. The Food Network Magazine
- b. Every Day With Rachel Ray
- c. Time
- d. US Weekly

15. Only 1 show was ranked #1 for 5 consecutive years.

- a. 60 Minutes
- b. E.R.
- c. Seinfeld
- d. All In The Family
- e. The Cosby Show



16. Only 1 other show has been ranked #1 four times.

- a. I Love Lucy
- b. Dallas
- c. M*A*S*H
- d. Star Trek
- e. Cheers

FACT:

American Idol, aka Simon Cowell's day job, has been the top ranked program three years running.

17. Discovery and TNT are the top cable TV networks ranked by millions of subscribers, each with some 98 million. Who's third?

- a. ESPN
- b. CNN
- c. Nickelodeon
- d. Fox

18. Of USA commercial radio stations, which primary format reaches the most people?

- a. Top 40
- b. News/Talk
- c. Rock
- d. Country

19. The best selling USA daily newspaper with nearly 2.3 million copies is:

- a. LA Times
- b. Wall Street Journal
- c. NY Times
- d. USA Today



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20. The print-based magazine with the largest circulation is:

- a. Sports Illustrated
- b. Reader's Digest
- c. AARP
- d. National Geographic
- e. Time



COLOR CONNECTIONS

Colors are emotional. Let's see how connected you are to color.

21. Of these, the color that best promotes relaxation is:

- a. Ocher
- b. Teal
- c. White
- d. Burgundy

22. The color most associated with peace and calm is:

- a. Blue
- b. Green
- c. Red
- d. Brown

23. Of these, the colors that make us hungry are:

- a. Blue and purple
- b. Green and orange
- c. Red and yellow
- d. Brown and red

24. Of these, the color most associated with authority is:

- a. Black
- b. Violet
- c. Blue
- d. Brown



Answers

1.b	7.c	13.d	19.d
2.d	8.d	14.b	20.c
3.a	9.c	15.d	21.d
4.d	10.c	16.a	22.a
5.a	11.T	17.a	23.c
6.d	12.T	18.d	24.c

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



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