



**Welcome!** Given the suffering and lingering destruction caused by Hurricane Sandy, it is difficult to focus on normal events. All of us at PMG hope that you and your families have weathered this unprecedented storm and are on the road to recovery. We hope this issue of MTM will provide a little mental relief for all.

This issue of MTM contains interesting facts on sports marketing, OTC drug branding, fast food chains and m-commerce. See how you do and what you can learn from these topics.



## Sports Marketing:

Tough economy or not, sports marketing is a booming field domestically and globally.

**1. Major League Baseball still packs 'em in. This year, in 81 home games, this team led the majors with 3,565,000 million in attendance:**

- a. New York Yankees
- b. Texas Rangers
- c. Boston Red Sox
- d. Philadelphia Phillies



**2. With an attendance of nearly 1.6 million for 81 home games, this team was MLB's smallest draw in 2012:**

- a. Los Angeles Dodgers
- b. Houston Astros
- c. Minnesota Twins
- d. Tampa Bay Rays



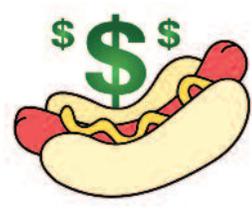
**3. The team with the highest average attendance (34,154) for 2012 road games was:**

- a. St. Louis Cardinals
- b. New York Yankees
- c. Los Angeles Dodgers
- d. New York Mets



**4. The dubious honor of having the highest priced hot dogs (\$6.00) belongs to:**

- a. Chicago White Sox
- b. New York Yankees
- c. San Francisco Giants
- d. New York Mets



**5. The dubious honor of having the highest priced beer (\$8.75) belongs to:**

- a. Detroit Tigers
- b. Baltimore Orioles
- c. Miami Marlins
- d. Chicago Cubs



**6. Even the lowest valued MLB team is worth \$321 million, and that is the:**

- a. Oakland A's
- b. Pittsburgh Pirates
- c. Miami Marlins
- d. Tampa Bay Rays



**Branding: Flu Season is Here.\***

**7. The adult antihistamine brand most recommended (32%) by pharmacists is:**

- a. Claritin
- b. Zyrtec
- c. Benadryl
- d. Chlor-Trimeton



**8. Pharmacists most often (26%) recommend this adult headache brand:**

- a. Advil
- b. Motrin
- c. Tylenol
- d. Aleve



**9. The adult cold liquid most often (40%) recommended by pharmacists is:**

- a. NyQuil
- b. DayQuil
- c. Alka-Seltzer
- d. Robitussin



**10. The children's multivitamin most recommended by pharmacists is:**

- a. One A Day Kids
- b. Flintstones
- c. Centrum Kids
- d. Little Critters Gummy Vites



\*Source: Pharmacy Today

## Growing Fast and Faster:

11. 2011's fastest growing fast food chain was:

- a. Buffalo Wild Wings
- b. Five Guys Burgers
- c. Panda Express
- d. Spicy Pickle



12. This burger giant was second to McDonalds with 8.5 billion in sales:

- a. Burger King
- b. Wendy's
- c. Five Guys Burgers
- d. Arby's



13. Wendy's recently altered its logo for the first time since 1983 because:

- a. They wanted to transform to a higher end hamburger chain
- b. It marked their 45th anniversary
- c. The real life Wendy no longer has pigtails
- d. Wendy's was acquired by Burger King

## Tech Talk:

14. In 2011, the percentage of photos and videos taken by smart phones was:

- a. 26%
- b. 46%
- c. 30%
- d. 64%



15. Internet Retailer predicts that in 2012, mobile commerce sales will grow \_\_\_\_% over 2011 to reach \$20.85 billion!

- a. 66.3%
- b. 98.6%
- c. 47.7%
- d. 30.3 %

16. Tablets and smart phones are driving mobile commerce and are expected to account for \_\_\_\_% of overall USA e-commerce sales in 2012:

- a. 30.8 %
- b. 22.1%
- c. 17.9%
- d. 9.2%



**Observations and Insights!**



**Symbio**, a national leader in clinical research and trials management, product development and topical formulation, has acquired and renovated a new national headquarters in Port Jefferson, NY. **Congratulations to Rich and team!**



**Retlif Testing Laboratories** recently sponsored "A Look Back Retrospective" at IEEE Pittsburgh. Bill Hayes headed the effort, which was a hit of the show.

And congratulations to Retlif President Walter Poggi on receiving iNARTE certification (International Association for Radio, Telecommunications and Electromagnetic) as Master EMC Design Engineer, which reflects "excellence in training, know-how and job performance".

*"To be, or not to be, that is the question: whether 'tis nobler in the mind to suffer the slings and arrows of outrageous fortune, or to take arms against a sea of troubles..."*

Shakespeare wasn't talking about economies, marketing or business success, but he might as well have been. Today, there is a mushrooming explosion of diverse vehicles addressing fractalizing horizontal or vertical marketplaces and niches on a global scale. It is difficult to know what to do...when to do it...and, especially, how to proceed. Every organization needs a strategic marketing plan that identifies opportunities, specifies protocols and optimizes creativity to give a company the best chance for success.

**PMG** has been that kind of strategic partner for over 35 years, providing strategies and tactics for some of the most successful organizations. **Contact us** for strategic marketing that delivers better positioning, better messaging and better branding...for better bottom lines.



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

▶ The *ballerina linebacker* symbolizes Progressive Marketing Group, Inc. We pride ourselves on our ability to provide strategic marketing services with the creative finesse of a ballerina and the tactical marketing power of a linebacker.

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**ANSWER KEY**

1) d, 2) d, 3) b, 4) d, 5) a, 6) a, 7) a, 8) c, 9) d, 10) b, 11) b, 12) b, 13) a, 14) a, 15) b, 16) d