

MARKETSHARE Through MINDSHARE™

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We see things differentlySM

The shortest distance between two points...

isn't always a straight line

This axiom is particularly true with marketing. Being linear in your marketing approach makes sense on paper; but being too linear can stifle creativity.

Yadda Yadda Yadda.

Traditional marketing wisdom holds that a single message repeated over time...with great frequency...in the right medium...will yield successful results. And that's true. However, most organizations take that wisdom to extremes, by assigning arbitrary rules, too-narrow guidelines, or by making few allowances for targets of special opportunity. (We call that the MPD or Marketing Prevention Department.)

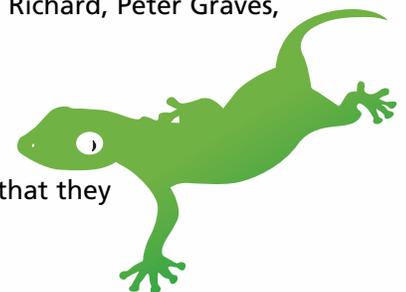
GEICO breaks the mold.

Varying creative within a campaign is virtually unheard of in advertising circles. Campaigns generally encompass a single theme designed to run for a preconceived length of time and then be replaced by another exclusively themed campaign.

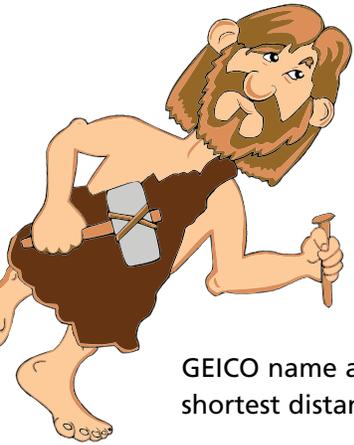
For years PMG has argued against getting locked into this type of thinking. We have always believed that strategically speaking, it's fine, or even beneficial, to mix creative campaign elements to the same audience...so long as your messages are consistent.

A great example of this break-out-of-the-mold approach is none other than GEICO. Sure everyone knows the GEICO "spokelizard," the gecko, right? (What's with the broad Downunder/cockney accent anyway?) They have certainly promoted the reptile enough. Well, in case you didn't notice, they also concurrently run another campaign that features a "star personality" speaking for the GEICO customer. The stars include Little Richard, Peter Graves, Charo and a little person named Verne Troyer (aka Mini Me).

Actually GEICO takes media mixing to another level altogether. Who hasn't heard about "Great news, Bob. I saved 15% (or...a bunch of money) on my car insurance." And perhaps the biggest story of all is that they



continued...



also run a campaign dedicated to "The Indignant Cavemen." The campaign includes a viral movie trailer and a website, "Caveman's Crib." This has attracted a great deal of attention, so much so that rumor has it Hollywood is making a TV show out of the concept. And all these creative approaches are unique because...they overlap and run concurrently!!

By breaking the mold and capturing the public's attention, GEICO has hammered their message home: *You save money by buying GEICO insurance.* You, as a consumer, are familiar with GEICO, what they offer, what the potential benefits are. You know the GEICO name and what they stand for. You're comfortable with their products. And that's really the shortest distance between two points.

Summarizing

"Traditional" marketing is a business process that has little to do with reality. It is amorphous, based on a perception of reality. "Strategic" marketing is a business process that is only about reality. It exists only as a means to an end, but is flexible and updatable so long as its cardinal points are observed... selling the product, service or organization.

So, can you truly have an uber-campaign with mixed creative? Yes, but only with consistent messaging, using strategic marketing.

Maybe it's best to think like a gecko. Or a caveman. Let your neurons run free and keep focused on your goal: Promoting the product, service or organization to your target audiences, strategically, with great creativity.

Marketshare through Mindshare™!

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



▶ 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.



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Call us at **631-756-7160**.

Or email us at news@pmgstrategic.com and let's discuss what will work right for you.