

Brown & Martin's

newsletter

Chip Martin Says...

Stretch Marketing Dollars with Product Placement in Porn



Chip Martin

I recently read something by Chuck McCarthy that made sense to me. Chuck asked, "How can small companies get a marketing advantage over giants like GM or Coca Cola?" Chuck's answer ...

"Product placement in porn." I admit that after careful consideration, I have to agree.

Billions of men and some women around the world check an occasional skin flick...every day. A billion people is a lot of people. Imagine all those people seeing your product and associating it with sex. Sex sells stuff. Seriously, I've read that in marketing text books. That's why over half of all TV ads subtly, or not so subtly, use it.

Another thing to consider is that people

are more likely to watch porn over and over again. I'm willing to bet large sums of money that "Missionary Position Impossible" got more repeat views than "Mission Impossible."

Big companies can't place their products in adult films. They can't have their names attached to anything that could tarnish their image. But the small guys, the start-ups, the boot-licking-nobodies have nothing to lose.

Energy drinks are a perfect fit for product placement in porn; but it could work just as well for many other products such as alcohol, clothing, high heels, pizza, swimming pools and condoms. These

things are already incorporated into porn story lines.

The best thing about product placement in porn is that love is an international language. Just like action movies, pornographic films transcend language barriers. So your product would instantly have the potential to be seen and recognized around the world.

If you have a product or a service that you don't care about church groups rallying against, get out there and do some hardcore product placement. Being first has its advantages. If you are the first company to use product placement in porn as a marketing tool, you could find yourself at the center of a hurricane of free press and publicity. Then you can find out for yourself if "Any press is good press," is really true.

Chip Shot

If common sense were "common" more people would have it.

Three Tips for Successful Sales Meetings

Annual sales meetings are often viewed as the most important meeting of the year. Goals usually include educating attendees about products, enlightening them about the company's future direction and energizing everyone to take on the new sales quotas. Yet many meetings fumble at the kick off. Here are three tips for success.

1. Research shows that the longer your meeting lasts the less information is retained by attendees. Having a long line of department heads parade up to the podium is a sure momentum killer. When you put together your list of who's going to speak, refer back to your meeting objectives and keep the list short.

2. Instead of treating your team members as passive recipients of information, involve them in your program. Put them on panels, ask them to present and have top sales people share stories about their biggest wins (and losses.) Top performers are key resources and very credible in the eyes of their peers. Use them to promote the behaviors and attitudes that led them to success.

3. Sales is a high pressure, stressful, rejection-filled profession. Benefits of an annual meeting include opportunities to reconnect, recharge, share and laugh. So include a program or activities that are aimed at helping your team members to laugh and bond.

Is Your Newsletter Doing Its Job?

Traditional employee newsletters are often hodge-podges of information that reflect management's interests more than those of the rank and file. As a result the publications aren't popular or effective.

Successful newsletters tend to show reflections of employees doing extraordinary things to help customers or benefit the community. These newsletters are aimed at "motivating." Content is aimed at the edification of employees ... as opposed to the education of employees (for the edification of management). These newsletters put as many employees in the news as they can fit in the space available. Employees pore over these publications because they know they'll find "hero stories" about themselves and their friends. And that helps to keep employees fired up about the company's key missions.

These newsletters are loaded with quotes from employees, photos of employees and facts about employees and customers.

So improve readership of your newsletter and morale of your team by including descriptions of employees doing positive things for customers and the community. Call B&M for help.

Brown & Martin

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Company Celebrates Record Sales with “Underwear Day”

When the Audrey Underwear company in Taizhong, Taiwan recorded record sales of 8 new lines of camisoles, it wanted to celebrate. So it encouraged female employees to show up to work wearing the same business-boosting ensembles for a day.



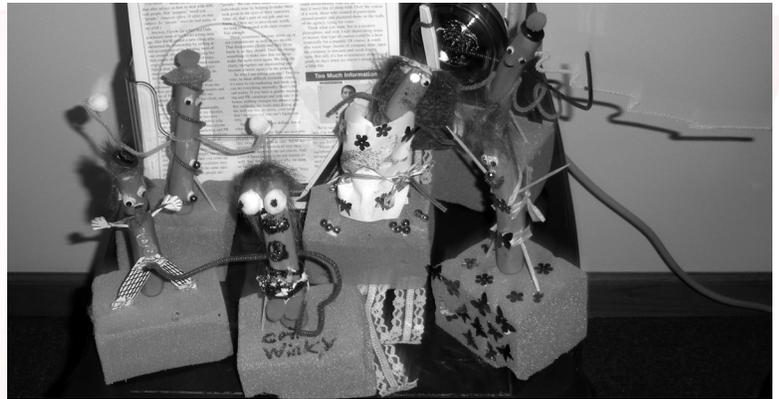
Sound like a legal disaster waiting to happen? Not this time. Company attorney’s cleared the whole thing before making the announcement. Because participating in the day’s “activities” was voluntary, nothing was deemed illegal about it.

Over 90% of the 500 female workers (that’s 450) reportedly went along with the spirit of the day and worked in their underwear. Zhang Yufeng, 32, a mother of two, admitted: “I have been on a strict diet to get ready for the day. When I was trying on my outfit at home, my husband told me I should dress like this every day.”

And Liao Wenshen, 30, added: “The men were red-faced all day, and were becoming so polite to us. It was so funny!”

Odds are good that productivity came to a day-long standstill.

B&M Skips “Underwear Day,” Celebrates Hotdog Day Instead



For those of you who may not be aware, July is the National Hotdog Month, and July 19th is National Hotdog Day.

B&M has been celebrating Hotdog Day since 2006. Not only do we have a hotdog lunch that day, we also celebrate by having some unusual contests. This year, B&M staff took a quiz on hotdog facts, which was informative and scary at the same time. Heather scored highest on the quiz. She really knows her wieners.

Dale guessed the correct number of mini-wieners stuffed in a jar.

We also had a “dress your dog” contest, which was an arts and crafts project...with actual hotdogs. (See above photo.) Leanne’s dog was voted the best-dressed dog. She made golf pants and a fashionable beret for him. I will let you decide who dressed the rest of the dogs.

Brown & Martin’s Newsletter

Issue: What a Wiener!

I keep hitting “escape,” but I’m still here.

Editor: Chip Martin

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Billboard Contract Includes Bikes and Bathrooms

Moscow decided to bid out the right to manage all outdoor ads in the city. Outdoor media kingpin Jean-Francois Decaux set the bar high by offering to contribute \$200 million for the rights to control the billboards, plus install public toilets and provide free bicycles as part of the deal. (This despite the fact that the city doesn’t have any bicycle paths.)

A U.S. company, News Outdoor, pledged to match Decaux’s offer.

The Mayor of Moscow likes the idea so much that he’s instituted new road construction and traffic rules in preparation for the new bicycles. (It snows in Moscow, right?)

Get to the Point!

A book reader *might* be willing to wade through pages of description to get to the good parts. A Web reader is not.

Clean up redundant expressions and wording that doesn’t directly get your point across. Online content works best when it focuses tightly on a single topic. This not only makes life easier for your readers, it also makes search engines happy. The more narrowly you focus each individual piece of content, the easier your material is to find, to read and to act on. Call B&M. We can help.