

Brown & Martin's

newsletter

Chip Martin Says:

Spokespersons Can Increase Your Marketing Effectiveness



Chip Martin

I was delighted to see that the Rolling Stones lived long enough to perform during this year's Super Bowl halftime. The only pity is that the band was sponsored by Sprint-Nextel ... it should have been Fossil.

But the real shocker was seeing my beloved Kermit the Frog whore himself for Ford Motor Co. "It isn't easy being green," crooned my favorite frog. Maybe not, but evidently it's pretty easy counting it.

I have to admit it was a clever way to promote Ford's Escape hybrid SUV. But my faith in puppet-moral-fiber has been compromised when Sesame Street characters start taking spokesperson deals. Big Bird, check your BlackBerry. The Poultry Industry wants to film you in a garter belt.

Kermit can also be seen in a Pizza Hut add with Jessica Simpson. Okay, I'll be honest. I would have taken that gig myself. For free. Or better yet, I would have paid Pizza Hut to take Kermit's place. Get my agent on the phone!

Anyway, most marketers know that spokespersons (or spokespersonpuppets) can be very

effective. And the best spokespersons are real users of the product. If those people happen to be celebrities, so much the better.

B.B. King's endorsement of One Touch Diabetes Meters is perfect. He already has an established track record for wanting to help others manage and live with their diabetes.

Halle Berry's long-time spokesperson position for Revlon is pretty good. She's a believable user of Revlon products. (In truth, I'd buy anything she was selling.)

Chip Shot
If you can't be kind, at least have the decency to be vague.

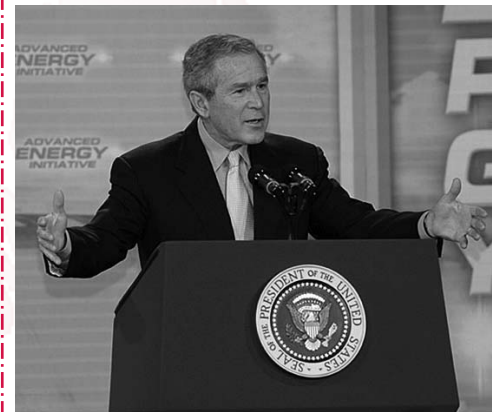
Pepsi's use of Michael Jackson and its subsequent setting his hair on fire during production of the commercial ... bad idea. Pepsi's plan to use Madonna and her "Like a Prayer" video...another bad idea. Pepsi's refusal to use me as their spokesperson...strike three.

Sometimes a product's marketing campaign creates a celebrity out of a nobody. Take Subway's Jared, or Dell's Benjamin Curtis (...the Dell guy who's career crashed and burned after being arrested for trying to purchase marijuana.)

The point is spokespersons can and do work ...and if they're actual customers it can be gold...and if they're customers and celebrities it can be platinum.

continued on back...

President Bush Visits B&M Client



When President Bush recently visited Johnson Controls, B&M IT staff worked behind the scenes making sure the president's speech was available live, via the Johnson Controls web site.

"Our staff coordinated all of Johnson Controls' web efforts preceding, during and immediately following the President's visit," explained Steve Borgwardt, General Manager of B&M's IT division. "PR Newswire was there to broadcast the speech and we coordinated the embedded live webcast of the speech over Johnson Controls' web site."

B&M also helped prepare and maintain a "media assets" web page so that members of the press had quick access to appropriate Johnson Controls articles, product information and company background.

"The only difficult part of our role was that because the President's visit was kept secret until the day before the event, our IT staff had only a matter of hours to respond to the needs of the White House, Johnson Controls and the media," Steve said.

Steve continues, "Our staff went the extra mile to make sure they got the job done. The extra hours they put in ensured that the President's visit to Johnson Controls, particularly the webcast, was a success."

Borgwardt Becomes Minority Stockholder of B&M



Steve and his mentor. We'll let you figure out which is which.

In a blatant move to be featured in a record four out of the past five B&M newsletters, Steve Borgwardt, General Manager of our IT Division, has become a minority stockholder in the firm.

Steve's new role means he now shares the risks as well as the rewards of ownership. (In other words, his bonus is tied directly to the efforts of others.)

Steve's first action as a stockholder was to abolish sick days for all IT staff. That edict was rescinded after Steve found the tires on his car had been slashed.

In all seriousness, the position of stockholder is Steve's first step towards full partnership and eventual ownership of B&M around 2012...or when he earns a G.E.D., whichever comes first.

Brown & Martin

retelawen

...Chip's Column continued from front

Some of our clients have Harley Davidson as a customer and have partnered with Harley in their marketing efforts. Harley Davidson is a celebrity of sorts and the tie-in works great.

Other B&M clients have great success simply using customer testimonials in their marketing campaigns.

So if you want to increase the effectiveness of your advertising, direct mail, brochures, web site, etc., use your customers as spokespersons. They're believable and will contribute to your product's credibility while gaining some exposure for themselves.

Now I'm going to contact the makers of Pledge furniture polish and suggest they use me as their spokesperson. After all, I'm a celebrity and a user of their product.

The Valentine's Day Trap

The average amount spent by men on their significant others this year was \$135.67 according to research by the National Retail Federation. Women spent an average of \$68.64. How's that fair?

As usual cards were the item men and women were both most likely to buy, with 62% of respondents saying they did so. Candy was purchased by 47%, a night on the town 42%, flowers 33% and jewelry 15%.

Brown & Martin's Newsletter

Issue: Does anyone besides Steve work for B&M?!?!?

Always remember that the toes you step on today may be attached to the butt you have to kiss tomorrow.

Editor: Chip Martin

This newsletter is produced for clients of Brown & Martin, Inc., a marketing and public relations firm serving companies across the country. If you're not a client, quit reading! Or, call us and become one.

10 Years of Attracting Crowds and Selling Insurance

For the 10th consecutive year, the editor of this publication and what's-his-name appeared at the Wisconsin Restaurant Show on behalf of Society Insurance. And what better way to attract attention during March Madness than by using a pop-a-shot game to give show attendees a chance to win prizes? The exhibit is extremely popular and attracts most of the show's attendees.

(Note: Society is the third B&M client to use a pop-a-shot as an interactive exhibit traffic builder. But they hold the record for finding the best deal. Tom Boyle picked up this pop-a-shot on sale for \$50 at a local Sears store.)

Society is a major insurer of restaurants and is endorsed by the Wisconsin Restaurant Association. So while players are shooting, we qualify them by finding out if they own or manage a restaurant, banquet facility or other type of food establishment. If the answer is yes, we find out who their insurance carrier is. If the answer is Society (for the majority it is), we make sure they are presented with a special gift to thank them for their business. This helps reinforce the sense that they've made a good decision by selecting Society.

If the prospect currently has another insurance carrier, we electronically scan their card while they're shooting. After the prospect is done shooting a Society representative talks to them and gets additional information which is included on the lead form. Then the lead is passed on to a Society agent for follow-up.

What others can learn from Society's approach to trade shows is that planning, organization and consistency pay off.

- Their exhibit is simple and inviting.
- The booth contains an attention-getting device (me) who entertains and educates visitors while they take part in a fun activity.

- Because Society has remained consistent in its approach to the Restaurant Show, attendees make a point to re-visit the exhibit each year, giving Society an opportunity to expose prospects to new products.

Crowds attract more crowds. There's nothing better than having a line of people waiting to participate in a game at your booth. If you have a clever puppet on-hand to entertain and talk about your products while folks are standing in line, so much the better.



The only refs who were popular during March Madness!

Correction ...

In our last issue we included an article on how to make numbers more meaningful in presentations. One of our astute readers sent the following note.

Chip:

I refer to your most recent newsletter in which you state "a billion seconds ago it was 1959" (a difference of 47 years). I regret to inform you that this is not the case, as illustrated below:

1,000,000,000 seconds divided by 60 seconds per minute divided by 60 minutes per hour divided by 24 hours per day divided by 365 days per year equals 31.7 years. 2006 minus 32 would be 1974. If you counted the seconds, one after the other, until you got to a million, how much time would have passed? Answer:

11.6 days. If you kept going until you got to a billion, then how much time would have passed?

Answer: 31.7 years.

Sorry.

I am humbled by this intricate knowledge of numbers. And by the way ... this reader no longer has to feel "sorry." I removed his name from our mailing list.

Chip Shot

Always read stuff that will make you look good if you die in the middle of it.