

# Marketing Matters

Answers To Common &  
Not So Common  
Marketing Conundrums

July 2003

[www.mcgillbuckley.com](http://www.mcgillbuckley.com)

## What Matters This Month

### Relationship Building = Brand Building.

#### Brazen Beating of Our Own Drum

Patton Industries recently hired us to help them develop a new ad campaign to inform police, fire and emergency departments across Canada about their state-of-the-art anti-terrorism products. To find out more, visit [www.mcgillbuckley.com](http://www.mcgillbuckley.com).



*Here's an interesting exercise, if you've got a few minutes. Get on the web, pick your favorite search engine and look up "brand building." What you're likely to find are links (tons of them) to branded golf balls, text messaging services, web site developers and a slew of others that purport to be brand building experts.*

Common wisdom seems to hold that the more you get your logo out there, the more you are building your brand. *Wrong.*

Building your brand is all about delivering accurate brand messages that consumers buy into and (more importantly) creating a brand experience that consumers relate to and make their own. The scary part of building a brand is that, ultimately, your customers control it more than you do.

**Real, Yes. Always, Never.** As most marketers know, the most valuable brand on the planet is Coca Cola at almost \$70 billion US. Perhaps even more remarkable is the fact that the Coca Cola brand value represents over 60% of the total value of the company. But, even the world's most formidable branding juggernaut can make mistakes and decrease the value of its brand. In one year, they managed to lose almost \$3 billion in brand value.

In 1969 Coke introduced the slogan "It's The Real Thing" and it resonated with the market and became so ubiquitous that you could go into a restaurant, order "a real thing" to drink and be assured that you'd get a Coke.

A couple of years ago, the marketing brain trust at Coke decided that the real thing

wasn't a good thing and introduced "Always" as their new theme. Well, as is always the case with brands, the public had final approval and didn't buy "always" which meant they bought less Coke. There could have been several billion "branded" golf balls with "Always" stamped on them but, the buying public wouldn't buy it because, to them, Coke is (and always will be) the real thing. Coke tried to change a deeply ingrained relationship with customers that it had spent 30 years (and billions of dollars) building and their customers said *no thanks*.

The lesson here for all of us and, a particularly expensive one for Coke, is that understanding, reinforcing and building your relationship with customers is at the core of creating a valuable brand.

#### Get Even More Email Know How...Free!

If you're considering launching an email campaign or, would like to improve your current campaigns, contact our **Director of Interactive Services, Pierre Lecomte**, and he'll send you a copy of our free report "Email Campaigns That Really Click".

Pierre can do even more for you, if there is money involved. **Call him at (613) 728-4199 ext. 25, or email him at [plecomte@mcgillbuckley.com](mailto:plecomte@mcgillbuckley.com)**

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**About Us:** McGill Buckley is an integrated marketing and communications firm with bountiful knowledge and abundant experience in a wide variety of consumer and business to business categories. We help marketers develop more compelling messages and work with them to deliver those messages with greater impact and better results. For more information on our company, please contact **Stephen McGill at (613) 728-4199 ext. 22.**

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