

Marketing Matters

Answers To Common &
Not So Common
Marketing Conundrums

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What Matters This Month

Short Term Gain Versus Long Term Branding Pain.

Brazen Beating of Our Own Drum

Long time client Beechwood Cemetery is entering an exciting new chapter in their storied history and turned to us to help market it. To find out more, visit www.mcgillbuckley.com



News, this week, that the United States economy had grown at the fastest clip in over 40 years was welcome, but I'm sure we would all agree that we aren't quite out of the woods yet. The bottom line will continue to be, for a little while at least, that businesses must continue to gird the corporate loins.

During the past couple of years we've seen companies big and small cut prices in order to stimulate revenue in the short term. While the strategy seems to make sense, it is in fact a sure way to erode brand equity in the long run. So, if you shouldn't cut prices to build your brand in difficult times, what should you do?

Increase Value Without Increasing Price. While cutting prices always leads to a lower perceived brand value by your consumers in the long-term (ask fast food chains if this is true), delivering increased value at the same price builds long-term loyalty and a sense that you are giving something of value. Consider whether you can extend warranties, offer free upgrades, more product at the same price or, faster turnaround time. While some of these strategies may cost as much as cutting prices, it will be a short term cost while lowering prices will cost your brand for a long time to come.

Consistently Communicate Your Brand Differences. Invest your time and money in delivering messages that make your brand stand out from the crowd. Everybody is talking about cutting prices, surely you can find something a lot more interesting and compelling to talk

about. Don't focus on the price in your messages, focus on what makes you different. Talk about value.

Build Human Interest Into Your Brand. Thousands of new food products land on the shelves of grocery stores every year but, very few have had the kind of impact (and success) that the Crazy Plates line has had. Launched by the tireless Podleski sisters, hot on the heels of their best-selling cookbooks, this line of frozen entrees benefits from a decidedly human approach to all aspects of marketing. Wacky radio commercials featuring the sisters and their mother, colourful packaging and a cartoon-laden web site are just a few ways that these creative ladies are building a new brand. Oh yes, and the product is one of the most expensive in their category.

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Intercreative Marketing

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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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