



MARKETING FOR UNFORGETTABLE POSITIONING

Marketing &

Creativity

Tools

To Shatter

The

Gray Matter®



MENTAL PEANUT BUTTER®

*FOR BRANDING THAT STICKS
to the roof of your brain.™*

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WHAT MAKES YOU UNIQUE?

DESCRIBE YOUR COMPANY
as if you just opened it

SPEAK ALOUD
So you can hear your own voice

LISTEN TO YOUR VOICE
Do you sound...

tired exhausted
dated old fashioned

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MAKE A LIST OF ADJECTIVES

- Innovative
- Imaginative
- Resourceful
- Responsive

MAKE A LIST OF VERBS

- Organize
- Streamline
- Increase
- Revitalize



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ASK KEY QUESTIONS

- What makes you different?
- Why would your client choose you?
- What do you offer?
- What would you need to take action?

DEFINE YOUR BRAND PERSONALITY

If you were a celebrity...
who are you most like?

- Kate Hudson? Meryl Streep?
- Billy Crystal? Denzel Washington?

THINK ABOUT MAC & PC

TV spots personified the 2 brands



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WHO IS THE BRAND
In the mind of the consumer?

WHO DO YOU WANT TO BE?
What do you want them to think?

DEFINE YOUR FIRM IN 1-2 WORDS

MAKE SURE YOUR PERSONALITY IS ON STRATEGY

Correct message-
low price, expert service, etc.

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BE SURE YOU TELL THEM
What you want them to think

tone of voice

POINT OF VIEW

DELIVER A CLEAR IMAGE



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WHAT IS A SLOGAN?

WHO DOESN'T HAVE A SLOGAN?



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TOP 10 SLOGANS OF THE CENTURY

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



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16 TECHNIQUES FOR STICKY SLOGANS

1. Name

Toyota Everyday. Volvo. Safety.
Always Coke. Marlboro Country.
For Everything Else There's MasterCard.

2. Rhyme

Don't Get Mad, Get Glad.
Watch It Wiggle. See It Jiggle. Jell-O.
Fill It To The Rim With Brim.
Before You Dress...Caress.
Shout It Out.

3. Alliteration

Gotta Getta Gund. Do the Dew. Mountain Dew.
Dodge Different. Come See the Softer Side of Sears.
Ruffles have Ridges.



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4. Play on Words

See What Develops. (Polaroid)
Ideas That Stick. (3-M. Scotch)
When It Rains It Pours. (Morton Salt)
Relax. Go Nuts. (Planters)

5. Parallel Construction

Maybe She's Born With It. Maybe It's Maybelline.
It Keeps Going and Going. (Energizer)
Take It For Pain. Take It For Life. (Bayer Aspirin)
Pizza. Pizza. (Little Caesar's)
Double Your Pleasure. Double Your Fun.
Double Mint. Double Mint. Gum.

6. Statement of use or Purpose

Fed Ex - The World On Time.
G.E. - We Bring Good Things To Life.
M&M's - Melt in Your Mouth, Not in Your Hands.
How do You Spell Relief? R-O-L-A-I-D-S



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7. Testimonial

L'Oréal. Because I'm Worth It.

Look, Ma! No Cavities! (Crest)

He Likes It! (Life Cereal)

I Coulda Had a V-8!

8. Simile

Chevy. Like a Rock.

Winston Tastes Good Like a Cigarette Should.

The Soup That Eats Like a Meat (Campbell's)

9. Onomatopoeia

Plop. Plop. Fizz. Fizz.

Snap. Crackle. Pop. (Rice Krispies)

Ahhh. The Power of Cheese.

Schweppervessence.

Fahrvergnügen (Volkswagen)



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10. Emotional Blackmail

Because So Much is Riding on Your Tires. (Michelin)
Aren't You Glad You Use Dial?
Raise Your Hand If You're Sure.
Don't Leave Home Without It. (American Express)

11. Imperative Statement

Just Do It. (Nike)
Obey Your Thirst. (Sprite)
Feel the Tingle. (Scope)
Leave The Driving To Us. (Greyhound)

12. Interrogative Statement

Got Milk?
Hungry? Why Wait? (Snickers)
What's in Your Wallet? (CapitalOne)
Don't You Look Smart? (Suave)



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13. Vernacular

Whassup?! (Budweiser)

You Gotta Eat. (Checkers)

It's All In The Mix! (Twix)

You Gotta Hand It To 'Em (Handi-Snacks)

14. Reason Why

A Diamond Is Forever. (DeBeers)

You're Gonna Like The Way You Look. (Men's Wearhouse)

Milk. It Does a Body Good.

America Runs on Donuts. (Dunin' Donuts)

15. Challenge

Betcha Can't Eat Just One. (Lay's Baked Potato Chips)

Nobody Doesn't Like Sara Lee.

Give Us a Week. We'll Take Off The Weight. (Slim Fast)

You Can Do It. Nicorette Can Help.



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16. Combination

Can't Brush? Chew on This. (Trident)

The Quicker Picker Upper. (Bounty)

Plop. Plop. Fizz. Fizz. Oh What a Relief It Is. (Alka Seltzer)

REPETITION IS REPUTATION