



# Marketing Mindset

## Today's Trends With Analysis

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Print this E-zine and use the checklist questions as points of discussion and as tools for your marketing planning.

### In This Issue

Dear **Marketing Mindset** Reader,

In the past, during tough economic times, marketing messages have been crafted to meet consumers' needs for reassurance. Typically, this has meant companies have had to switch to marketing campaigns that connect consumers with the "good old days" and the hope for "better days ahead."

Recent hope-filled advertising, from companies such as Pillsbury and MasterCard, show that this strategy is again being used during the current economic downturn. These marketing messages focus on the value of family, the cozy feeling of home and the importance of sharing time with loved ones. Have you changed your messages to convey your service as warm and welcoming during these tough economic times?

Read this month's issue of **Marketing Mindset** and use the recommended resource worksheet to remind you of the communication objectives you have for your materials.

Wishing You Marketing Success,

**Maria Pinochet**, Publisher and Author  
Contact Us



## Today's Trend – Warm and Welcoming Marketing Messages

Today, many brands have switched their marketing messages so that they act as respites from the daily stress of dealing with economic troubles and uncertainty. Some campaigns seek to calm and reassure consumers through a revival of nostalgia for the "good old days"; other campaigns soothe consumers with positive feelings about connection with others, about home and about family. For example, certain consumer goods companies—such as food, home furniture and accessory manufactures—have begun to emphasize family values. Also, advertisements now focus on such things as the joy of staying in to cook and sharing a meal together in the cozy comforts of home. Another marketing strategy that has made a comeback is the reuse of successful jingles and taglines from the past. The intent of this strategy is to have consumers associate the revived jingles and taglines with better times.



**Incorporate family and core values into advertising campaigns in order to increase marketing effectiveness.**



## Qualifying Question

**Would changing your marketing messages increase both initial and repeat sales?**    Yes    No

*If Yes,*

Relevance to Your Marketing Strategy:    High    Medium    Low

Priority for Your Planning:    Short-Term    Mid-Term    Long-Term

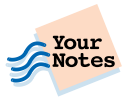
Pillsbury’s “Home Is Calling” campaign depicts people in everyday settings who click their heels and are “transported” back home. The Pillsbury crescent rolls then come out of the oven and the family sits down to eat. **How can you best incorporate the home values of security, safety and love in your communications?**

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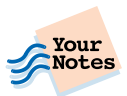
The “Magical Shop” commercial, in which a shopper “purchases” such items as 28 laughs and 9 hugs, stems from one of MasterCard’s core values: its goal to provide “priceless” experiences to individuals and their families. **Could a new communications campaign based on your core brand identity boost your sales?**

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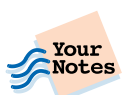
During the economic downturn of 2007, IKEA, the home furniture and accessories retailer, conducted a survey and found out that 94% of the respondents considered home the most important place in the world. In response to those results, IKEA launched an advertising campaign that emphasized the value of being home over owning the possessions in a home. **Do you need to test market a new approach to your communications?**

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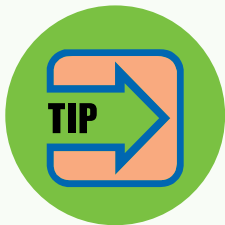
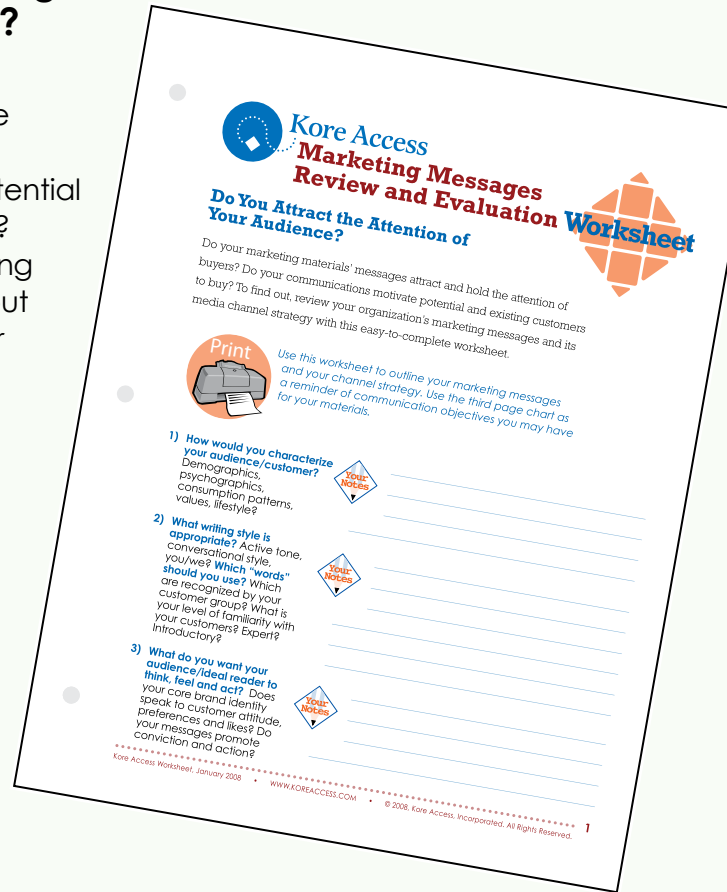
## Checklist



## Recommended Resource

### Do Your Marketing Messages Capture your Audience?

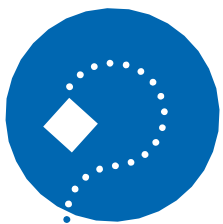
Do your marketing materials' messages attract and hold the attention of buyers? Do your communications motivate potential and existing customers to buy? To find out, review the marketing messages you make throughout your materials and during your customer contact points. With this easy-to-complete "Marketing Messages Review and Evaluation Worksheet" from Kore Access, you can identify areas that need improvement and evaluate your organizational marketing messages and media channels. To get started on your review and evaluation, [click here](#). (A printable PDF will be provided for your convenience.)



### \* Change your marketing message to increase your market influence.

Work with your Kore Access colleagues to increase marketing effectiveness by addressing your customers' current communication needs. Explore how to connect and communicate your core brand identity in order to increase both initial and repeat sales.

To set up your initial, complimentary consultation and to get a customized project quote, [contact us](#) today.



**Kore  
Access**

[www.koreaccess.com](http://www.koreaccess.com) • [info@koreaccess.com](mailto:info@koreaccess.com) • (850) 341-9075

*For additional marketing resources,  
please visit [www.koreaccess.com](http://www.koreaccess.com).*