



NEXUS '11

O! What a Conference

Grand Island, Nebraska
January 22, 2011

Brought to you by:



Table of Contents

I. Welcome and Introductions

II. Who We Are

III. O! Campaign -discussion/overview

IV. Enlightenment

V. Reflections and Sharing

VI. Lunch

VII. Enlightenment

VIII. Reflections and Sharing

IX. Action Plan

Molly Skold, facilitator

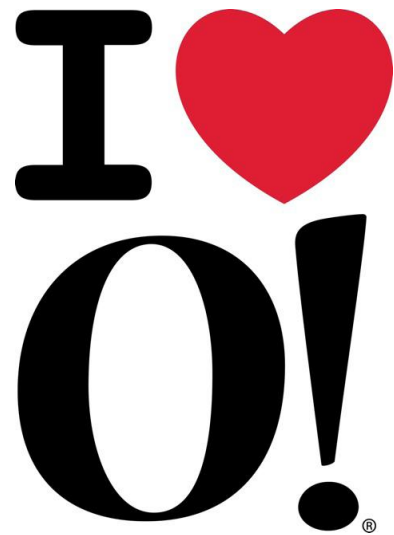
Molly oversees all aspects of marketing, public relations and communications for Midtown Crossing at Turner Park. She also provides direction and support for Midtown Crossing's summer-wide series of grand opening celebrations including the Outdoor Market and the Omaha Performing Art's Jazz on the Green. Prior to joining East Campus Realty, Molly was marketing director for the \$75 million Salvation Army Kroc Center in South Omaha which opened in November, 2009. She also served as director of Omaha's O! Campaign, a citywide image campaign designed to boost community participation and enthusiasm, and director of the O! Public Art Project unveiled in June 2008. Molly has more than 20 years experience in the marketing and communications field. She also serves on numerous boards and committees throughout the community.

Susan Eustice, small group facilitator

Susan W. Eustice is the Divisional Director of Public Relations and Communications for The Salvation Army Western Division, based in Omaha, where she has worked for 13 years. The division includes 28 centers across Nebraska, South Dakota and Western Iowa. In this capacity she is responsible for public relations and communications initiatives throughout the division. Susan has more than 20 years of public and media relations experience. Her areas of expertise are media relations, crisis communications, branding campaigns and PR writing.

Non-Profit Marketing

The art of loving and maximizing your non-profit marketing plan



O! What a Marketing Program

- Clarifying your message

- Defining your audience

- Tackling the Fearsome 5

1. _____

2. _____

3. _____

4. _____

5. _____

- Listen to your gut

- Identify your objectives

- Be flexible

- Let your plan be your guide
- Rely on others
- Ask. Ask. And keep asking.
- Remind yourself that your enthusiasm **will** be contagious



Be creative...

Let your creative juices flow freely



Capture Their Attention

- Generate rich ideas
- Identify your brand
- Be simple and clear
- Find “cheap” places to advertise your message
- Identify “cheap” labor
- Know when to move on



Establish Great Visuals

- Effective designs have longevity
- Maximize your messaging
- Don't be afraid to ask



MAKE MISTAKES..... You'll live.

My Reflections:

Enlightenment: Group 1

- Branding Principles
- So Simple....So Powerful
- Partnerships
- Speak to Your Audience
- Speak to Your Mission
- Use as a Tool
- Something that Connects Groups
- Recognizable in an Instant
- Makes an Impression

Enlightenment: Group 2

Branding: Notes

PowerPoint can be found on pages 21 - 24

Enlightenment: Group 3

THE SALVATION ARMY BRAND STRATEGY

BRAND VISION

Doing the most good.

BRAND PERSONALITY

Passionate. Compassionate. Brave. Uplifting. Trustworthy.

BRAND POSITIONING

To those who want to positively affect their world, *The Salvation Army* is the charity that maximizes contributions.

BRAND AFFILIATION

Informed individuals who want to positively affect their world.

Enlightenment: Group 1

- Introductions

- Top ten tips for good media relations

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

- “It’s never personal” examples of staying on the “media” radar screen

- Credibility is EVERYTHING!

Enlightenment: Group 2

Top 5 Failed Commercials

<http://www.youtube.com/watch?v=Uykn5dBLz6M>

Enlightenment: Group 3

Omaha: "Rare but well done"

http://www.vikiandersonsites.com/Portfolio/Omaha_Press_Club.pdf

Sure signs of poorly conceived Marketing Campaigns

- Offends an age group, ethnic or socio-economic group
- Has no clear vision or purpose
- Goes off course
- Causes a negative feeling
- Expensive and little return on investment
- Gives alternate impression

Top 5 failed Commercials

- Offensive
- Funny but no clear message
- Goes off course
- Suggests something negative
- Promotes an alternate message
- Leaves a negative impression

RARE BUT WELL DONE

- Omaha's failed Image Campaign
- Gives Omaha Steaks free publicity
- Points more to Omaha Steaks than to Omaha
- Gives another message
- "Rare" can point to a negative
- Promotes the meat industry
- Goes off course, contradicts Omaha mission
- Causes friction among business leaders
- Not adopted by general public

Where do we go from here?

Independently identify the following for your Association:

- List your goals and objectives
- Identify Mission Statement
- Identify Vision Statement
- 1 Month Plan
- 3 Month Plan
- 6 Month Plan
- 9 Month Plan

*Then on the next page, collectively, complete the
NEXUS '11 Action Plan.*

NEXUS '11 Action Plan

Organization: _____

Goal	Goal Timeline: circle goal time	Activities	Outcomes	Person(s) Responsible	Additional Resources Needed	Timeline	Due Date
	1 month 3 month 6 month 9 month						
	1 month 3 month 6 month 9 month						
	1 month 3 month 6 month 9 month						
	1 month 3 month 6 month 9 month						
	1 month 3 month 6 month 9 month						

Additional Resources

Salvation Army: Branding Slides

- Go to www.partnershipsforinnovation.org
- Click on Professional Development
- Click on NEXUS

www.givesalvationarmy.org

www.redshieldtoolkit.org

www.omahakroc.org

[http://www.vikiandersonsites.com/Portfolio/Omaha Press Club.pdf](http://www.vikiandersonsites.com/Portfolio/Omaha%20Press%20Club.pdf)

<http://www.youtube.com/watch?v=Uykn5dBLz6M>

<http://www.omahachamber.org/ososurprising/Using-logo.aspx>

<http://www.businesspundit.com/9-poorly-conceived-marketing-campaigns/>

TOP TEN TIPS FOR GOOD MEDIA RELATIONS

Number 10. It's never personal. Keep on your game face and remain pleasant even when you feel you're being blown off, rejected, ignored. Maybe even insulted. It's all part of the game.

Here's an example. During the holiday season, we introduced a spectacular new Tree of Lights at one of Omaha's busiest intersections. Thanks to the publicity surrounding the new tree, we had a 10 percent increase in donations, taking us to 109 percent of our goal.

However, after the campaign ended, the company that put the tree up went on a buying trip to China. So the tree – which was 70 feet tall and solid steel --- was still sitting there more than a month later. Well, that gave a local radio talk show host --- who was new and trying to be controversial --- something to talk about. He was relentless in mocking us about not taking the tree down. Our people, of course, were upset and kept telling me that I should call him and protest loudly. They saw it as a personal insult.

But I saw it as an opportunity. I called the station's news director and invited the radio guy giving us a bad time --- his name was Scott --- to join us the following weekend when we planned to take the tree down. We said he could go up in a cherry picker and take down the star on top – which had special significance. The star flashed after we reached our goal.

The news director told me to go ahead and call Scott while he was on the air and extend the invitation. There was a problem, however. I was in the Chicago airport at the time and couldn't get good cell phone reception. I finally went into a women's restroom and was able to place the call. Of course, there were flushing sounds in the background.

When I went on the air live with the invitation, Scott continued to give me a bad time. But he finally said "yes"....He came to our tree, took the star down and it all ended on a positive note --- because we remembered that "it's never personal." Scott was trying to make good radio. We were trying to make good p.r.

Number 9. The media can change the rules. You cannot. They can change the story. They can change their approach. They can even ignore you. But don't get angry. Calmly make your point, then move on. In fact, this is a good time to earn points for the future. A time to say, "You owe me." I have an example.

Last year's 72nd Street Food Fight was a very visual story. And a legitimate story. We had a record-breaking year, and the event was the season's highlight. I made sure that the event was visible for TV cameras with a caravan of semis driving down a major street. And I made sure to contact all the stations. Sounds perfect, right? Well, nobody showed up. Later I found out that the stations were called to a bigger story right when our event began – There was a hostage situation at a nearby Denney's. I still wanted to yell at someone. But I just expressed my disappointment and moved on. The following year, the stations again said they definitely would cover the story. I felt they owed me. But that day, a high school student with a gun took the camera crews away. Of course, again the stations didn't show up because of a bigger story. The media and the situation change the rules. You cannot.

Number 8. Stay on the media radar screen. Follow the reporters' careers and give them personal feedback. Maybe a pat on the back for covering a story well that had nothing to do with you. Send thank you notes, emails and phone calls. Be sure they're on your newsletter mailing list, which is a super way to keep them informed. Remember the media on holidays. Send small gifts as reminders of you --- cookies, a coffee mug, a notepad with your logo --- but never send an extravagant gift that

would make them question how you're using Salvation Army funds. Of course, send great news releases. Find legitimate reasons to send releases as often as possible. I say "legitimate" because if you keep sending releases that aren't really stories, they'll start ignoring them. Keep on their radar screen to remind them you're still around and ready to be a viable resource.

Number 7. Carry out personal acts of kindness. Kindness is remembered. Phone calls. Thank you notes. Those are important. Just as important is being prompt in responding to calls. Promptness is more than good p.r. --- it's being kind to a stressed-out reporter. They'll remember you as someone they can count on. Because media feel they can count on me, they call when they come across people who are in need --- maybe they can't pay their power bill or are homeless or have an emergency. I love being that resource and don't feel I'm being bothered. I feel I'm being given an opportunity.

Here's an example: I received a phone call from a TV station about a frantic woman whose son had been kidnapped by his father. She and a detective she had hired needed to fly to Seattle to rescue the little boy. But they couldn't afford the trip. We provided vouchers for the trip and provided support. The television station saw it as a good human interest story and sent a photographer along on the trip. They got a story. We got good publicity --- and we also built good will with both the station and the public. All because of a small act of kindness.

Number 6. Be sensitive to the needs of your media contacts. Ask your contacts how they want to receive information: by email, phone calls, snail mail, Pony Express. Then follow their wishes. But check periodically to ensure the information is reaching them and that they haven't changed their mind about how they want to receive your information. And do you know their deadlines? Keep a file for each contact, how they want to receive information and what their deadlines are.

Number 5. Be persistent. Politely, lightly and respectfully --- but continually --- remind them of your message. Keep calling. But realize when "no" means "no." There may be a competitive reason they must say "no" or someone else has that story or they tell you to stop calling. Put yourself in their place and realize the fierce competition that faces media outlets and why they must make the decisions they do. That will help as you learn to overcome rejection and lack of interest.

Number 4. Network every chance you get. You can never make too many contacts. You never know who might be out there to help you. Look for opportunities to take on assignments with groups. Volunteer, plan conferences, offer to speak to groups.

I belong to the Nebraska Chapter of PRSA and served as president in 2008; I am a past president of the International Association of Business Communicators and president elect of the Omaha Press Club. And I'm active in all of the groups. For the Press Club, I co-chair a committee that produces the club's newsletter. On my committee are a radio news director, a TV anchor and four newspaper people. We meet monthly and interact often. That's good networking and worth the time I'm donating.

I would like to set a time each day to follow up with contacts to make the most of each meeting. But, honestly, so far I haven't found the time.

We had an occasion with our Tree of Lights campaign this year for our advisory board members to mingle with the media. We launched a 36-hour bell-ringing marathon we called "Ringing in the O!" It was in conjunction with a local Chamber of Commerce campaign. Local community leaders and members of the advisory board rang bells, along with members of the

media. The marathon's Grand Marshal was Tom Becka of KFAB Radio, a powerhouse station in the area. The result was that media could not only learn more about the Salvation Army from our advisory board members, but reporters also had a chance to network with community leaders who are their newsmakers --- so they got a bonus out of their participation with the Salvation Army. Even though that part was not directly beneficial to the Army, setting up the opportunities was a good-will effort on our part.

Number 3. Extend yourself beyond what's expected. Give more than the media asks or expects. Be a resource, even to the point of acting as the media's investigator and researcher. For one example, uncover and then suggest helpful Web sites where they can find information. Gather and share facts. Listen to what they really want. And that sometimes means reading between the lines.

Number 2. Be friendly, but don't try to be their friend. They have friends. What they need is a good resource. In today's media world – with short staffing and fierce competition --- reporters and editors do not have time to go out for drinks or dinner or even lunch. If they have a free hour at lunchtime, they're more likely to go to a health club. Especially the younger reporters. They don't want to be wined and dined --- they want to be supported. The days of the five-martini lunch and schmoozing are gone.

And, finally, the Number one "Tip for Good P.R." **Credibility is everything.** The news you give the media should really be newsworthy. Never misrepresent a story. Be honest about who you are. Don't give interviews or set up interviews you're not prepared for. Become the expert on the Salvation Army. Know your organization --- and know your craft. Be open and honest. Don't try to hide the facts from the media. It just makes them more determined to find out what you're trying to hide. When working with media, the truth is always the best approach.

Those are my "Top 10 Tips for Good P.R." With apologies to David Letterman. And thanks for listening.

Branding 101

Presented by Susan W. Eustice
January 22, 2011
Grand Island, NE

What Is A Brand?

- A brand is made up of the tangible and intangible associations consumers form about a company and its programs/services.
- Brand has its own unique elements:
 - Visual (logos, ads, uniforms, premises, etc.)
 - Emotional (feelings from advertising or experiences)
 - Cultural (“how we do things around here”)
- The brand is the experience that is delivered to consumers every day.
 - Involves product (programs & services), innovation, corporate citizenship... as well as advertising/PR.

Key Concepts

- **Brand Attributes**
- Functional or emotional associations - expressed as positive or negative adjectives - that stakeholders use to describe the organization.
- **Brand Differentiation**
- How do you set yourself apart from organizations with similar products and services?
- **Brand Equity**
- The value (in terms of money and loyalty) that a brand builds with its stakeholders over time. (Can be positive or negative.)
- **Brand Promise**
- The implicit or explicit understanding of the value delivered by the organization (a.k.a. Doing The Most Good)

The Benefits of Branding

- Why is branding important? What does it do?
- Provides “meaning” beyond programs & services
- Reduces need to compete on price
- Builds a relationship based on meeting expectations
- Enhances the efficiency of marketing/advertising efforts
- Creates and enhances loyalty
- Helps mask weaknesses and aids recovery (from a crisis, etc)
- Builds a barrier to competition

The Power of Brands

- **Strong brands have an unmistakable message:**
 - Volvo = Safety, Quality
 - Nike = "Just Do It", Competitiveness
 - Apple = Innovation, Cool
- The emotional relationship clients form with brands can make them even more powerful.
 - Starbucks, Harley-Davidson, etc.

Top 10 International Brands

- By Popularity
- Google
- Apple
- Nokia
- Coca-Cola
- Samsung
- IKEA
- Nike
- Blackberry
- Amazon.com
- Starbucks

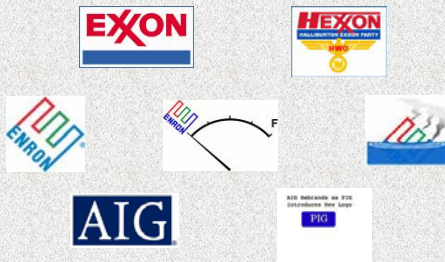
The Movers

- **GOING UP**
- Google (+43%)
- 22. H&M (New)
- Apple (+24%)
- 40. Nintendo (+13%)
- 58. Amazon.com (+19%)
- 62. Zara (+15%)

Former Top 10s



Brand Disasters



Find your "Authentic Voice"

- Avoid the two "Marketing Death Traps":
 - All show. No tell.
 - Slick words and images that communicate nothing.
 - Empty Promises.
 - Failure to deliver is a dead end.
- Engage the client with something different... **the truth.**

Find your "Authentic Voice"

- Your "Authentic Voice" is found at the intersection of Values and Value.
 - Values = "Who we are. What we believe."
 - Value = "What we deliver to our consumers."
- The best brand campaigns reflect the real culture of an organization.

Where is your "Authentic Voice?"

- Your "Authentic Voice" which is found within your organization and employees.
 - It is real, not aspirational.
- Conduct simple research.
 - Ask employees:
 - *What can we actually deliver that is truly different?*
 - Ask clients/stakeholders:
 - *What do you truly value? What makes a difference?*

The Master Speaks

"A company with a price advantage can be undercut. But a company/agency with an emotional advantage can potentially demand a premium forever."

- David Ogilvy

Inside-Out Branding

- Engage your employees in communicating and delivering the brand.
 - Raise awareness:
 - *Tell the story of the brand.*
 - Model the right behavior:
 - *Conduct workshops on how to "live the brand."*
 - Create "Brand Ambassadors":
 - *Demonstrate how branding is everyone's job.*
 - *Practice the "elevator talk."*

Employees as "Brand Ambassadors"

- The most effective marketing campaigns work from the inside out.
 - If your managers and employees understand your brand and embrace your authentic message, you get:
 - An engaged, productive work force.
 - A testing ground for your concepts and approach.
 - A supplemental sales and PR team.
 - A source of additional clients/prospects.
 - A supply of potential ideas and innovations.
- *"Win over employees and clients will follow."*

One brand. One voice.

- Integration between the disciplines is essential to success.
 - Marketing, PR, Employee Communications, etc. must plan and execute together.
- Internal vs. External is a dangerous myth.
 - There should be one brand, one set of key messages, one tone and one integrated strategy.
- Lack of Integration = Clutter = Failure
- Integration = Clarity = Success

The Integrated Approach

- Use every type of media available (broadcast, print, outdoor, web)
- Pick 3-4 key messages and communicate them clearly, concisely and consistently.
- Key spokesperson(s) must receive media training
- Develop materials that allow you to communicate the brand.
- Start early, provide updates and measurement.

Measuring Success

- Branding is business:
 - *If it doesn't tie to strategy, it won't get approved.*
 - *If it can't be measured, it won't be funded.*
 - *Branding campaigns are an investment, not an expense*

Executing An Internal Branding Strategy

- The Hidden Truth About Brands
- **Marketing and advertising merely communicate the brand.**
- The brand itself resides within an organization's people and activities.
- **Lasting success depends on delivering the brand promise everyday.**
- Everyone is responsible for brand building, and only people can make it a success.

Lessons Learned

- **You must truly understand your consumers/donors and your Unique Value Proposition (UVP).**
- **Use your staff and clients to discover your Authentic Voice.**
- **Create Brand Ambassadors at every stage of campaign.**
- **Differentiation is paramount.**
- **Trust your intuition and your staff.**

Top 10 Branding Insights

1. **Branding is a professional discipline based on science, research and history.**
 - Ignore the rules at your own peril .
2. **A strong brand is a strategic tool.**
 - Clarity and consistency drives measurable results.
3. **A well-articulated brand can be "transformative."**
 - Provide the focus for change and growth.
4. **A strong brand is a "flexible platform."**
 - Adaptable to changing times and new initiatives.
5. **An organization's brand resides within its people and activities.**
 - Authentic brands are built from the inside out.

Top 10 Branding Insights

- 6. Strong brands require leadership.
 - A senior manager must be accountable; executives must lead by example.
- 7. Strong brands have clear (yet flexible) guidelines.
 - Provide a framework that ensures consistency, but allows innovation and accountability.
- 8. It takes time, money and human resources to build a strong brand.
 - The best brands evolve in an incremental manner.
- 9. Everyone is responsible for brand building, and only people can make it a success.
 - Stakeholders must be involved and engaged.
- 10. A roadmap to success is essential.
 - The knowledge and tools to build a roadmap are available to an organization that is ready.

Doing The Most Good

I am doing the most good.

I am hope.
I am compassion.
I am strength.
I am faith.

I am doing the most good.

I serve a community.
A region.
A world.
I serve heroes.
I serve victims.
I serve a sovereign God.

I am doing the most good.

I am an Army.
Drafted by the Creator.
Commissioned by a man who defied death.
My enemies are despair and destruction.
My ammunition is grace and mercy.
My allies are generosity and benevolence.
I am an Army.
Helping others be all they can be.

I am doing the most good.

I feed empty stomachs and hungry souls.
I rebuild ruined homes and shattered lives.
I am a willing listener for a veteran with stories to tell.
I am a bottled water and an encouraging smile for a weary firefighter.

I am an answered prayer.
A silver lining.
A second chance.

I am doing the most good.

I am a humble steward of other people's generosity.
I am a grateful courier of a stranger's kindness.
I am the faithful executor of others' goodwill.
I take my responsibility seriously.
I am blessed.
I am a blessing.

*I am The Salvation Army.
I am doing the most good.*

- Business Pundit - <http://www.businesspundit.com> -

9 Poorly Conceived Marketing Campaigns

Posted By [Ryan](#) On February 18, 2010 @ 9:55 am In [Bad Business,Marketing](#) | [10 Comments](#)

O
digg

[Share](#)

[1]

The world of marketing is a tricky thing. Most companies need to get the word out about their new product or service, but finding the best way to do it is often easier said than done when you want to be memorable, informative and entertaining all at the same time. Sometimes you win, sometimes you lose. Lose so very badly.

Here are nine examples of poorly conceived marketing campaigns that left the companies behind them with pie on their face.

The Campaign: Panasonic Woody



The Plan: Market a new touch screen PC with Woody Woodpecker as a spokesman

The Story: Back in the 90's, Panasonic was all about making the Japanese home PC the awesomest thing it could be. User friendly, cool and down with the modern age. So naturally they got Woody Woodpecker to be the spokesman because 200 year old American cartoons really speak to Japanese consumers. With their Civil War era

cartoon tie-in secured, the marketing team took the next logical step by naming the computer "The Woody." The Woody, as you might expect, was superior to other computers because of its touch screen capabilities, which were naturally called "Touch Woody." When an American finally explained why this made so many foreigners laugh like children, Panasonic managed to drop the "Touch Woody" name and shift focus to some of the PC's other features including its support system, the much more maturely named "Internet Pecker."

The Campaign: Wang Computers



The Plan: Think up a clever, memorable slogan to advertise Wang Computers

The Story: Wang was founded by someone named A. Wang and thus never really had a chance of not being the butt of numerous jokes from the minds of 12 year olds, or just people who think like 12 year olds. Not putting much effort into bettering its image or thinking too hard on how to make the word Wang not sound like a joke, they released the slogan "Wang Cares" on a snickering United Kingdom. While it's nice to imagine yourself as a having some manner of corporate accountability, Wang Cares sounds a hell of a lot like wankers which just means masturbators and isn't really the most effective way to sell a computer.

The Campaign: Renault 14



The Plan: Market the Renault by drawing on its similarities to pears, since they're kind of the same shape

The Story: Deciding that likening an ugly car to an ugly fruit was a good idea, French automaker Renault tried to launch a campaign that compared the Renault 14 to a pear. The fact that "poire," in French, can mean both pear and gullible was apparently lost completely on the manufacturers, as was the fact that no one really wants a car that looks like a pear, basically meaning it's a short, fat ass automobile and is the vehicular equivalent of taking a ride on that little psychic lady from the Poltergeist movies. On top of this, the car had an issue with body corrosion, leading people to start calling it "the rotten pear," as "worthless crap" was not entirely media friendly and didn't really include a pun.

The Campaign: Calvin Klein Scary Porno Ads



The Plan: Since sex sells, make some gritty, realistic commercials featuring young people in various states of undress

The Story: In the mid 1990's, Calvin Klein, already pretty damn successful at what they did, decided it might be fun to make every human on earth who is not required by law to tell people when they move into the neighborhood uncomfortable by launching a series of ads featuring teenagers in a basement. Oh, and also they were mostly naked and being filmed by an unseen lecherous cameraman who asked inappropriate questions and told teenage boys they looked like they worked out. The campaign managed to get the FBI to investigate to see if anything illegal had occurred and Calvin Klein pulled the ads and issued an apology, because who knew insinuations of pedophilic porno wouldn't capture the hearts of America?

The Campaign: Sony PSP



The Plan: Tap into the online youth market by trying to create a viral, amateur-feel campaign

The Story: Sony, generally considered by many to be pretty reliable and cutting edge when it comes to cool home electronics, decided to put the marketing of their PSP system in the hands of complete and total assholes. Treading into the dangerous waters of viral marketing, the ad agency Zipatoni made a terrible, terrible video of some dude rapping about how he wanted a PSP for Christmas and posted it on Youtube along with links to a website. That alone might not have killed Sony, but they added fake comments on Youtube and other sites, including hip slang filled conversations like this one put them over the edge:

here's the deal::: i (charlie) have a psp. my friend jeremy does not. but he wants one this year for xmas.

so we started clowning with sum not-so-subtle hints to j's parents that a psp would be teh perfect gift. we created this site to spread the luv to those like j who want a psp!

Wow, look at all that bad grammar, this must be legit and awesome. Let's all get PSPs. Never once was it mentioned that Sony was behind this at all and everything was presented as being strictly fan made. The campaign was torn apart viciously and exposed over at Somethingawful.com, and managed to create near unheard of hatred amongst Sony's target audience. Sony responded with what may be an apology but mostly comes off as the sad attempt of a clueless parent to speak the language of the kids with gems like this "As many of you have figured out (maybe our speech was a little too funky fresh???), Peter isn't a real hip-hop maven and this site was actually developed by Sony" in it. The videos were taken down and the site now redirects to Haagen-Dazs.com.

The Campaign: Anti-Drug Campaign



The Plan: Alert the public to some of the unknown dangers associated with illegal drugs in an effort to further curb drug use

The Story: It's not just corporate America that can screw up royally when it comes to trying to sell a line of garbage to the general public. The Office of National Drug Control Policy managed to spend nearly one billion dollars on an anti-drug campaign, including \$10 million on commercials that suggested if you use drugs you support terrorism. A five year evaluation of the campaign showed absolutely nothing. No evidence whatsoever that drug use was being curbed in the slightest as a result of the commercials and advertising, which is stunning considering how those "this is

your brain” egg commercials from the 80’s managed to completely eliminate heroin and crack.

Making things worse for the anti-drug campaign was some emerging studies that showed children were more inclined to be curious about trying illegal drugs after see anti-drug ads than if they had seen no ads at all, meaning the government had been spending about \$1 billion to make kids wonder if horse tranquilizers were a delicious alternative to pixie stix.

The Campaign: McDonald’s “I’d Hit it”



The Plan: Appeal to the hip, younger crowd by using slang terms they're familiar with in advertisements

The Story: Realistically McDonald's probably doesn't even need to advertise anymore. They're located on pretty much every other block in every town on the face of the Earth. If you don't know about McDonald's at this point, odds are you will never know and likely don't want to know.

Nonetheless, McDonald's strives to continually think up new slogans and campaigns on a regular basis to keep themselves at the forefront of Mcminds all around the world. And back in 2005, they figured they'd be hip and trendy if they co-opted some of that hip slang the kids love so much. Unfortunately, no one on staff in McDonald's marketing has apparently ever spoken to anyone under the age of 30 in person and thus had no idea what they were talking about. The result was the "I'd hit it" campaign for their dollar menu, featuring the image of a young man staring longingly at a burger with the words "I'd Hit It" separating the two of them. This would have been fine if we live in a world where no one has a problem with someone basically saying they want to have sex with a hamburger, but we don't. And that's what "I'd hit it" means.

We can only guess at what marketing execs assumed it meant, but you know what happens when you make assumptions.

The Campaign: Molson Hunts for College Drunks



The Plan: Use social media to run a contest in an effort to gain cheap, easy publicity and extend the brand to target markets

The Story: Molson, one of the biggest brewers in Canada, has a pretty firm market share in the beer drinking world. But lord knows you never want to slip when it comes to advertising booze as your customer base is made up entirely of people prone to black out and forget things, so you need to keep your name on their slurry lips at all times.

Because 19-24 year olds are such a key demographic for selling just about everything, Molson launched a campaign to target university students. While legal drinking age in the US may be 21, in many Canadian provinces it's or 19. The campaign, launched on Facebook, asked students to send in their craziest party pics in an effort to track down the top party school in the country with the winner getting a trip to Cancun where presumably they would drink tea and learn about Mexican culture. This translates into "how drunk can you get on camera?" The problem, of course, is the number of 17 and 18 year old university students as well as most schools' desire not to be known nationally as "that drunk school."

Universities immediately called out Molson for promoting irresponsible drinking and many parents took the time to register complaints as apparently mom and dad don't like the idea of paying for their child's education then having that same child's drunken shenanigans at school used in beer promotions. Who knew? Molson ended the promotion early claiming they had only been interested in promoting school spirit and not excessive drinking, which seems like a plausible motivation for the country's 3rd largest brewery.

The Campaign: GM Can't Do Viral Marketing



The Plan: Use viral marketing tactics and the element of user interactivity to allow people to create their own ads

The Story: General Motors had the brilliant idea of letting the public tinker with interactive software to make their very own ads online. Anyone who's ever seen what happens to an unlocked marquee outside of a business should know right away why this is a bad idea, as letting anyone have carte blanche to say whatever they want about your product is not a good idea. In fact, it's hard to imagine why GM thought this would turn out any better than it did.

Nonetheless, GM rolled out their campaign which let users pick video clips, soundtracks their own text-based messages to overlay on the finished product. Predictably, negative ads were produced by the boatload. People accused GM of contributing to global warming, of making poor quality vehicles or protested the war in Iraq. And those were the "good" ones. Other people chose the more "internet prankster" tack of simply lacing their commercials with obscenities.

GM's bizarre response was to point out how the campaign was technically a success as they'd received millions of hits and most of the responses were in fact positive, while blindly ignoring the fact they'd received so many hits due to the sharing of the negative ads and no one was watching any of the so-called positive ones.

Article printed from Business Pundit: <http://www.businesspundit.com>

URL to article: <http://www.businesspundit.com/9-poorly-conceived-marketing-campaigns/>

URLs in this post:

[1] Share: <http://www.facebook.com/sharer.php>

Click [here](#) to print.

Copyright © 2009 Business Pundit. All rights reserved.

Association	Name	Email Address
ACTEN	Gregg Christensen	gregg.christensen@nebraska.gov
ACTEN	Richard Campbell	richard_campbell@bpsne.org
ACTEN	Mike Rogers	merogers@mpsomaha.org
ACTEN	Richard Katt	rich.katt@nebraska.gov
ACTEN	Cindy Talley	ctalley@galaxycable.net
ACTEN	John Schultz	john.schultz@ops.org
ACTEN	Jason Speck	jspeck@esu15.org
ACTEN	Kathryn Ballobin	kballobin@cccneb.edu
ACTEN	Kathleen Kennedy	kkennedy@esu10.org
ACTEN	Kathy Gifford	kathy.gifford@kearneypublic.org
FCSTN	Suzanne Martin	smartin@esu15.org
FCSTN	Kathleen J. Mitchell	kmitchel@esu1.org
FCSTN	Denise McNeel	demcnee@esu10.org
FCSTN	Cathy Kloch	ctykloch@aps.k12.ne.us
FCSTN	Janis Brandt	janis.brandt@nebraska.gov
FCSTN	Roni Dorsey	ronidorsey@gmail.com
FCSTN	Denise Haag	dhaag@lps.org
FCSTN	Ronita Jacobsen	rjacobse@esu8.org
FCSTN	Cheryl Gustafson	cgustafson@wpcadets.org
FCSTN	Carol Ringenberg	carol.ringenberg@nebraska.gov
NAEA	Abby Knobbe	aknobbe@esu10.org
NAEA	Brad Andreasen	bandreasen@esu7.org
NAEA	Joel R. Miller	jmiller@esu9.org
NAEA	Amber Endres	aendres@esu1.org
NAEA	Doug Voigt	dvoigt@esu10.org
NAEA	AnnaLisa Estrela	ocfan2004@yahoo.com
NAEA	Heath Ahrens	hahrens@esu10.org
NAEA	D. J. Mottl	djmottl@esu2.org
NAEA	Kurt VanDeWalle	kvandewa@esu6.org
NITEA	Eric Knoll	eknoll@lps.org
NITEA	Mike Max	mmax@esu10.org
NITEA	Gregg Ratliff	gratliff@westside66.org
NITEA	John Renzelman	jorenze1@wsc.edu
NITEA	Will Winchester	wwinchester@nppsd.org
NITEA	James L. Jelkin	jim.jelkin@kearneypublic.org
NITEA	Tony Glenn	Tony.glenn@nebraska.gov
NITEA	Lynn Rinehart	lrinehar@esu15.org
NITEA	Butch Lehmkuhler	blehmkuh@nppsd.org
NITEA	Kevin M. Miller	millerdrkevin1@gmail.com
NITEA	Gregg Ratliff	gratliff@westside66.org
NSCA	Donna Vrbka	donna.vrbka@nebraska.gov
NSCA	Marcia Spath	pcsspath@yahoo.com
NSCA	Julie Alcorn	jalcorn@aps.k12.ne.us
NSCA	Nancy Bond	nancy.bond@ops.org
NSCA	Rynette Freisen	rlfriesen@mpsomaha.org
NSCA	Susan Polk	susan.polk@bpsne.net
NSCA	Kristy Clarke	
NSCA	Juline Mosser	juline.mosser@ops.org

NSCA	Steve Jacobsen	sjacobsen@esu9.org
NSCA	Susan Thomas	stomas@esu6.org
NSCA	Julie Alcorn	jalcorn@aps.k12.ne.us
NSCA	Belva Licht	blicht@westside66.org
NSCA	Nancy Bond	Nancy.bond@ops.org
NSCA	Chuck Roe	chroe@bbps.org
NSCA	Phyllis Trumble	Phyllis.trumble@ops.org
NSBEA	Patricia Arneson	paarnes1@wsc.edu
NSBEA	Kathleen McCune	mccunek@mpcc.edu
NSBEA	Angie Chittick	chitticka@mpcc.edu
NSBEA	Bonnie Sibert	bonnie.sibert@nebraska.gov
NSBEA	Bonnie J. Malcolm	bmalcolm@windstream.net
NSBEA	Lori Harding	lorettakay8@yahoo.com
NSBEA	Murleen Bellinger	mbelling@esu6.org
NSBEA	Lori Anderson	loriand@lps.org
NSBEA	Melissa Schram	melissa.schram@gmail.com
NSBEA	Celeste Rogers	crogers@esu10.org
NSBEA	Jean Condon	condonj@mpcc.edu
NSBEA	DeLayne Havlovic	delayne.havlovic@ops.org
NSBEA	Dawn Friedrich	dfriedri@esu1.org
Facilitator	Molly Skold	mollyskold@gmail.com
Facilitator	Susan Eustice	Susan_Eustice@usc.salvationarmy.org
Partnership:	Erika Volker	erika@partnershipsforinnovation.org