

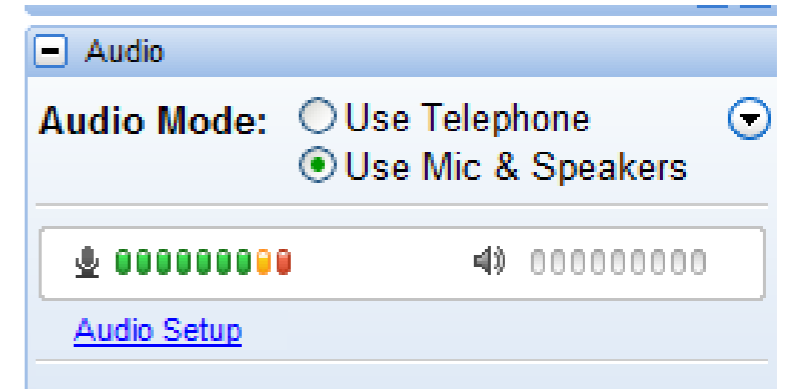
# 10 for 10: Marketing Ideas for the First Post-Brand Decade

Listrak's Email Marketing Best Practices Webinar Series: Oct. 21, 2009

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# Before we get started...



## Audio

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## Questions

- Use the Question and Answer panel on the right
- 

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# Today's Presenter

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Baskin**brand**



# 10 For 10

Marketing Ideas

For the First Post-Branded Decade

Jonathan Salem Baskin

Wednesday, October 21, 2009





**A set of assets (or liabilities)  
linked to a brand's name & symbol  
that adds (or subtracts from)  
the value provided  
by a product or service.**







• The figures quoted have been checked and certified by the JAMA, also with the microscope, microscope and...



# If your husband ever finds out

*you're not "store-testing" for fresher coffee...*

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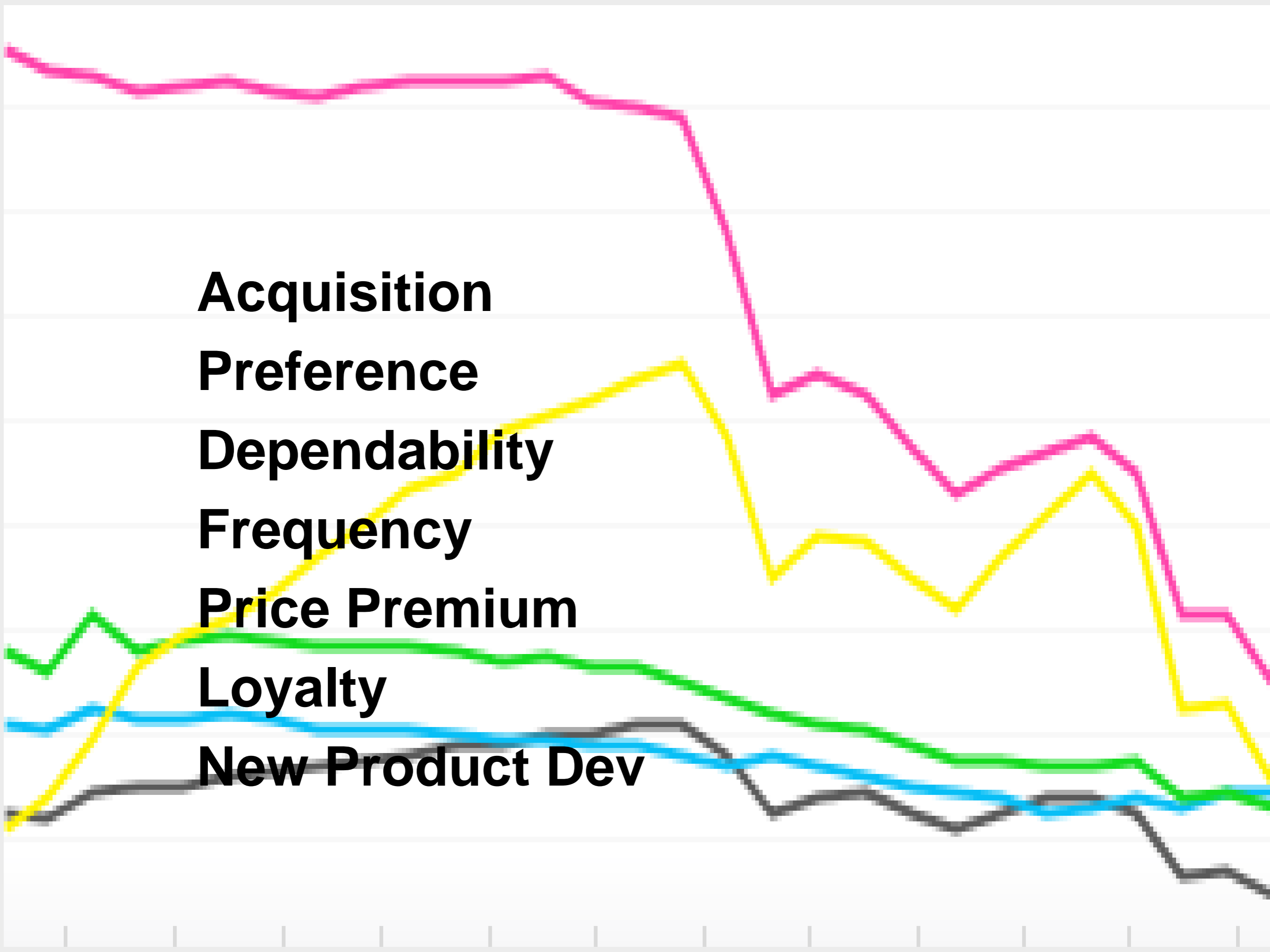
*... if he discovers you're  
still taking chances  
on getting flat, stale coffee  
... we be unto you!*

*For today  
there's a sure  
and certain way  
to test for freshness  
before you buy*



On a Completely  
Unique Experience





**Acquisition**

**Preference**

**Dependability**

**Frequency**

**Price Premium**

**Loyalty**

**New Product Dev**







**A**



**B**



**C**







WELCOME







## behaviors

A set of ~~assets (or liabilities)~~ linked to a brand's name and symbol that adds ~~(or subtracts from)~~ the value of ~~provided by~~ a product or service.

customer needs

define & make real

**Brand is behavior**

A close-up photograph of a horse's head, showing its brown coat and a metal halter. The horse is resting on a bed of straw. The text "10 Things You Can Do About It in 2010" is overlaid on the left side of the image.

**10 Things  
You Can Do About It  
in 2010**



**1.**

**Stop trying to copy success.**



**2.**

**Tell the truth.**



**3.**

**Talk about things *after* you've done them.**



DOLCE & GABBANA

**4.**







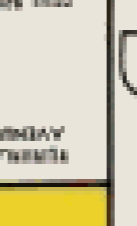


























**Say what you meant to say.**

**\*PREEN\***



**5.**

**Reality has to trump virtuality.**

	FREE STAY 	FREE STAY 	FREE STAY 	FREE STAY 	FREE STAY 	FREE STAY 	FREE STAY 	FREE STAY 								
FREE STAY NEW YORK AVENUE 									 FREE STAY PACIFIC AVENUE PRICE \$800							
FREE STAY TENNESSEE AVENUE 									 FREE STAY NORTH CAROLINA AVENUE PRICE \$800							
FREE STAY  COMMUNITY CHEST FOLLOW INSTRUCTIONS ON TOP CARD									 FREE STAY PENNSYLVANIA AVENUE PRICE \$800							
FREE STAY ST. JAMES PLACE 									FREE STAY  PENNSYLVANIA RAILROAD PRICE \$800							
FREE STAY VIRGINIA AVENUE 									FREE STAY  SHORT LINE PRICE \$800							
FREE STAY FLORIDA AVENUE 									FREE STAY  CHANCE PRICE \$800							
FREE STAY  ELECTRIC COMPANY PRICE \$1000									FREE STAY PARK PLACE  PRICE \$800							
FREE STAY ST. CHARLES PLACE 									FREE STAY  LUXURY TAX PAY \$1000							
FREE STAY  VISITING PRICE \$100									FREE STAY CONNECTICUT AVENUE PRICE \$100	FREE STAY VERMONT AVENUE PRICE \$100	FREE STAY  CHANCE PRICE \$100	FREE STAY  READING RAILROAD PRICE \$100	FREE STAY  INCOME TAX * PAY 10% OR \$200 PRICE \$100	FREE STAY BAL TIC AVENUE  COMMUNITY CHEST FOLLOW INSTRUCTIONS ON TOP CARD PRICE \$100	FREE STAY MEDITERRANEAN AVENUE PRICE \$100	COLLECT THESE SALARY TO YOU PAY 

**6.**

**Understand *what* before *why*.**



**7.**

**Funny isn't branding.**



**8.**

**Conversation needs purpose.**



**9.**

**Kill your mascot.**

**IN UR QUANTUM BOX...**



**...MAYBE.**

**10.**

**Act now.**



***Doing is the new thinking.***

# BRANDING ONLY WORKS ON CATTLE

**The New Way to  
Get Known**  
*(and drive your  
competitors crazy)*

**APPLY BRAND HERE**

**JONATHAN SALEM BASKIN**



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# BRIGHT LIGHTS & DIM BULBS

*The Year in Marketing Buzz, Brilliance & Buffoonery,  
So You Don't Have To Repeat It -- 2010 Edition*



JONATHAN SALEM BASKIN

Coming in 2010:

# Need is the New Want



**Thank you.**

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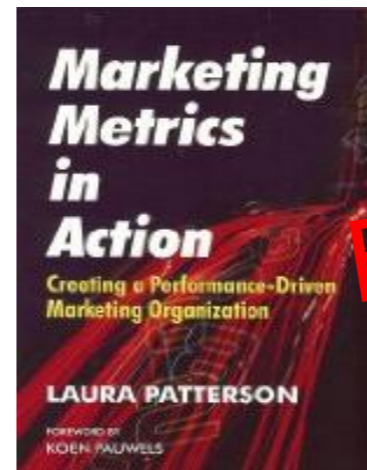
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