



Advertising with Staying Power

It is a real challenge to create ad campaigns with staying power. Most advertising gets stale quickly and loses its pulling power. That's fine for promotional advertising, it only requires a short life span. All advertising media have become so cluttered with promotional advertising that it is increasingly difficult to generate the sales results that were common five or ten years ago. Successful stores today have come to the realization that creating a positive market position or company image is essential. These dealers are shifting some of their advertising dollars from "Promotional" to "Image" advertising. Better yet, some dealers are finding creative ways to combine these two forms.

Advertising campaigns with staying power have many advantages:

They have time to work. A lot of very good advertising never has the chance to work because it is terminated before it has the chance to make a real impact on potential customers. Ad themes and styles change before they become consistently recognizable.

They gain strength as time passes. The more often potential customers see a consistent advertising message the more they absorb it and accept the message it offers. As time passes, it becomes more reliable.

They build store-name awareness. Your survival depends on the awareness potential customers have of your store and what it stands for. Stores that have failed to build awareness in the markets they serve are easily overcome by new competitors. Long-term campaigns strengthen your name and the benefits you offer in the minds of your customers.

Your advertising becomes a part of your long-term strategy. Instead of a stand-alone advertising campaign, you can integrate your advertising strategy into the overall growth strategy for your store. It will help you develop and communicate the extraordinary benefits customers will find only at your store.

Your advertising consistency builds confidence. As each new campaign rolls out, your customers will be reminded of what you have advertised in the past, adding to the believability and strength of the new campaign.

Long-term campaigns save money. One of the most costly and time-consuming parts of advertising is creating new campaigns.

Your advertising can become more coordinated with your merchandising. Longer campaigns make it worthwhile to create a coordinated in-store merchandising plan with signs, banners and sale tags.

Start by thinking "long-term" when you sit down to plan an ad campaign. Create a flexible plan that will allow you to carry the theme and style for the length of the campaign and also allows you to change items, prices, brands, etc. Avoid including things in your campaign that may become tiresome, irritating or out-of-date. Once the campaign is under way, be patient. All retailers would like to have instant results, never the less, resist the urge to terminate it before it has a chance to work. Think of where you want your store to be positioned five or ten years from now and your advertising as the vehicle that is going to get you there.

Leadership

It's best to think of it as an activity, not an attribute. That way, you'll start doing it instead of wondering whether you can. People will start following you when they (1) know where you are going; (2) want to go with you; and (3) know you will help them get there. Leaders are vital to the success of any enterprise. The speed of the leader is the speed of the pack.

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TAKE THE
(STORE NAME)

Challenge

AND GET A FREE 10 Year Limited Warranty on both \$59.85
live appliances, electronics, furniture & more!

\$000

\$000

0%
INTEREST
0 Down & 0 Interest
for 1 Year
See Store for Details

\$000

\$000

**(Store Name) UNBEATABLE
LOW PRICE GUARANTEE!**

SATISFACTION GUARANTEED!

IMMEDIATE ON-TIME DELIVERY!

Get More For Your Money & Guaranteed Satisfaction!

Store Name

APPLIANCES - ELECTRONICS - FURNITURE

Address, City, Phone Number & Hours

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