



THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

Our Slang Bonzer But Bamboozling.....	12
Airline Plans To Ban Luggage.....	13
But what about people in industries that rely on local clients?.....	14
Back to Basics in Direct Marketing.....	15
NuTerm Glossary.....	17
Taking Advantage Of Viral Marketing.....	18
JAPAN: Low-Alcohol Production Rises - Report.....	20
Toyota Eyeing Record Global Output Of 7.54 Mil. Units For 2004.....	21
Messages That Stick.....	21
Record Cos. May Challenge Sony-BMG Merger.....	23
Market Research Excellence: New Study Reveals Structures that Deliver Proven Results.....	24

[Back to top](#)

MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ

Are Your Staff Valued? Editorial

There are lots of little things you can do or say to send the message to your employees that you believe in them, care, are interested and you really want to help them. You will be amazed at the positive impact of this behaviour. Don't do it as an act of manipulation, but just to say thanks or I appreciate you, you can do it, you are fantastic - whatever. There are two critical concepts to remember here.

- 1) You get the behaviour you reward. If you don't like the behaviour don't look at the employee, look in the mirror or at a policy or procedure.
- 2) People rise to your expectations of them.
Your organisation will grow and profit if it has a culture and people who:
 - Believe in others.
 - Support others emotionally.
 - Have only positive things to say about others.
 - Encourage others - regardless of the obstacles.
 - Lend a helping hand.
 - Are there for people when they need them.
 - Go out of their way to help others

With positive feedback and encouragement, whether the employee deserves it or not - will make their day. Also you will feel better in the process. What a win-win situation.

[Back to top](#)

MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ

Myer's Loyalty On Cards

Katherine Jimenez July 21

Myer Australia yesterday unveiled another weapon to win back customers and increase spending in its



THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

stores, introducing a new loyalty program it claims will give it an edge over rival David Jones.

The launch of the new program - which brings Myer into line with other major international department stores, such as Saks Fifth Avenue in the US and Harrods in Britain - comes 10 days before owner Coles Myer is due to terminate its popular shareholder discount card. Myer chief Dawn Robertson dismissed suggestions Myer One was introduced to replace the shareholder discount card, declaring the new program built on the many improvements across Myer in the past two years.

She said the program was aimed at "some of our (Coles) shareholders" but added that it allowed Myer to "maintain and maximise the loyalty and spending behaviour of current 'high value' customers".

It would also encourage existing shoppers to consolidate and lift their spending at Myer, help the department store chain win back old customers, drive Myer sales and provide a "competitive edge in the marketplace".

Myer One is being pitched to loyal Myer shoppers who spend a minimum of \$1500 a year at the stores. It expected "hundreds of thousands" of shoppers who spend \$1500 a year to be part of the Myer One program.

The program, which can be used in conjunction with Myer's other loyalty offer - Coles Myer Source Mastercard and Flybuys - will be launched on August 2. For every 1250 shopping credits a member earns in a quarter, they will receive \$25 on a Myer One gift card every quarter. The more shoppers spend, the more gift cards they will earn. "The launch of Myer One is a significant step for Myer," Ms Robertson said. "We really believe it is going to drive our business and drive it into a profitable business". The decision to phase out the Coles shareholder discount card, taken in 2002 by new chief executive John Fletcher, caused angst among shareholders and helped fuel the boardroom split between former chairman Solomon Lew and other board members. It has been gradually phased out, and will cease at the end of this month.

Ms Robertson said Myer would not be a "sales engine of Coles Myer" but would offer a "very steady, profitable and predictable business that will be important as part of its portfolio".

The Australian

[Back to top](#)

MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ

Marketing A Small, One (Wo) Man Business

Michael Cage 23 July

This is an answer to a question I was asked privately about marketing a small, one person, b2b service business. It's a sort of follow-up to my earlier "Being Good At Cold Calling Is Like Being A Functional Drunk" post.

In a nutshell, when there is only one person to bring clients in the door AND service them; to be successful you must put marketing systems to work instead of manual labor to get clients. The reason is simple...



THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

With one person delivering the service being billed for, time not spent with paying clients is expense. Nothing more.

Reliable, positive-return marketing in the form of: "evergreen" advertisements, direct mail campaigns, automated and live seminars, newsletters, referral incentive programs, and more need to be put in place and run on autopilot to be successful over the long term.

Far too often, professionals with a terrific service get caught up in the wheels of their success. The very activities that brought them to success level 1 keeps them from getting to level 2. When the only ways you know how to get clients require manual labor — things like cold calling, networking, even certain referral stimulation activities — in order to progress a small step back is usually required where manual labor is replaced with tested systems. Many service pros earning a 6-figure income who are still just scraping by are not willing to do that, and remain stuck instead with limited time available for billing and far too much time spent on manual labor client acquisition.

[Back to top](#)

MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ

A Good Cry Will Cost You \$8.20

Correspondents in Beijing July 15

AN entrepreneurial businessman in east China's Nanjing city has had immense success with a bar where customers can get a good cry for the price of 50 yuan (\$8.20) an hour, state media said.

The 'Cry Bar' features nothing but a couple of tables and a sofa, plus loads of tissue paper for the tears shed by the customers, the China News Service reported.

The owner, Luo Jun, used to run a marriage agency, only to discover that many of his clients had an immense desire to cry but could not find the right opportunity - and the idea for the bar was born.

The news service quoted a customer as saying he was visiting the bar for the third time, always finding it a great way to shake off some of the pressure he was feeling in his daily life.

Agence France-Presse

[Back to top](#)

MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ

Toyota Studying Taking On Ailing Mitsubishi Workers, Suppliers

Japan's top automaker Toyota Motor Corp. is studying possible help for scandal-plagued Mitsubishi Motors Corp. by hiring some workers and suppliers from a plant its troubled rival is closing to cut costs.

Mitsubishi Motors has been struggling to carry out a revival plan, including closing the Okazaki car assembly plant, which employs 1,600 people. Mitsubishi Motors is talking with its union to close the plant, near Toyota's headquarters in central Japan, next year.

Mitsubishi Motors has suffered plunging sales after admitting it continued to hide auto defects even



THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

Data can be written to the disc more than 10,000 times and can be read more than 1 million times. Data can be written at up to 9MB per second and read at up to 11MB per second. The disc is read using blue-violet lasers.

The company expects the new disc to be adopted as a high-capacity storage medium by such institutions as hospitals and government offices.

The Nikkei Business Daily

[**Back to top**](#)

MAANZ MAANZ

Japanese Consumers Now More Confident

Consumer confidence in Japan is poised for recovery, according to a new survey which shows sentiment among Japanese at a 12-year high on signs of an improving economy and falling unemployment.

Across the rest of Asia, consumer sentiment is robust but not quite as strong as six months ago, according to the latest MasterCard survey.

Recent volatility in stock markets has made consumers in countries such as China, Hong Kong, Taiwan and Malaysia more cautious.

Japan was the star performer of the survey, MasterCard said, because consumers, who had been consistently pessimistic since the survey began 12 years ago, had turned neutral. Unemployment in Japan is at a four-year low and the country is beginning to see the long-term benefits of the shift of Japanese companies' production to China.

'New jobs are being created faster than jobs are being lost in Japan, even in manufacturing. That began last year,' said Mr Yuwa Hedrick-Wong, economic adviser to MasterCard Asia-Pacific. 'The most successful companies are moving to China and the irony is they are doing so well they are stimulating upstream activity such as research and development in Japan, and that is booming.'

Japanese consumers were benefiting because goods made in China were more affordable, he said. Japan registered a score of 47.6 in the MasterIndex of consumer confidence, below a regional average score of 62.3, but sharply higher than its reading of 31.8 in a similar survey six months ago.

The survey polled more than five thousand consumers in 13 Asian markets. Vietnam scored highest at 91.6, followed by Malaysia and China. However, Malaysia's reading of 84 was down from 93.5 in the previous survey, while China's score fell to 78.9 from 83.7.

The other markets to register optimistic outlooks were Singapore (71.9), Hong Kong (71.2), Thailand (69.2), Indonesia (67.3), Australia (63.4), Taiwan (58.6), New Zealand (56.5) and the Philippines (54.8).

Confidence was weakest in South Korea (40.7).

Reuters, AFP



THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

and computer monitors as the traditional cathode ray tube screens are dropped. Samsung director YD Cho said sales prices for LCD panels are expected to fall about 10 per cent in the second half due to oversupply, which will be resolved from September on seasonally stronger demand.

"The extent of falls in unit LCD sales price is crucial in the second half. For now, we believe it will be contained at about 10 percent.

Agence France-Presse

[**Back to top**](#)

MAANZ MAANZ

ANZ Launches New Online Service

July 15

ANZ Banking Group has made changing banks easier with the launch of an online account switching service.

ANZ said market research shows people are put off changing banks because of the time and effort involved in redirecting salary, direct debits and direct credits to new accounts. ANZ allows customers to simply enter all their relevant details once and it automatically generate the necessary written advice to third parties telling them to switch accounts to ANZ. ANZ managing director of personal business Brian Hartzler said the new service, the first of its kind in Australia, streamlines what has been time-consuming chore in changing banks. "The service is part of our strategy to grow market share in personal banking by making ANZ easy to do business with," Mr Hartzler said.

The online service is free and can be found at www.anz.com/switch.

AAP

[**Back to top**](#)

MAANZ MAANZ

Toshiba To Unveil TV Laptop

May Wong July 14

TOSHIBA plans to announce a new laptop model next week that allows users to watch TV on it without having to boot up the computer's Windows operating system — the first in what analysts say will be a new crop of multimedia notebooks to come.

Called Qosmio, (koss-me-oh) it will be Toshiba's first laptop to fully integrate audio and video features, including a bright, near TV-quality display, DVD drive, TV tuner and enhanced speakers. A user could click on the TV with the laptop's remote control or watch a DVD movie without having to go through the all-too-familiar process of starting the accompanying Windows Media Center operating system. If users want to pause live TV or record TV shows onto the 80-gigabyte hard disk, however, they'll need to do so with the Windows software. A 15-inch model will be available in the US in August and will be priced between \$US2,299 and



THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

\$US2,399, said Terry Cronin, a product management director at Toshiba. Wide-screen models are planned for later.

In recent years, a growing number of desktop computers and displays have adopted more multimedia and TV-watching capabilities, and some laptops already allow for DVD-movie playing without booting up.

But Toshiba's Qosmio promises to be the first with a built-in, no-waiting TV mode and "arguably the best laptop display currently on the market", said Rob Enderle, an independent industry analyst with The Enderle Group. "They've just moved the bar and are further defining this multimedia class of products."

Toshiba, the world's third largest manufacturer of laptops, is working to buoy its computer business. In April, the Japanese electronics giant partly blamed slower computer sales for a \$US15 billion, or 4 per cent, decrease in revenue in the first quarter, compared to the same period last year.

The Associated Press

[Back to top](#)

MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ

Intel Slumps

Correspondents in New York July 14

Shares in US microchip giant Intel slid in after-hours trade after the technology bellwether met forecasts for its quarterly profit but suggested sales of its most profitable products are cooling.

Intel shares drifted down US10c to \$US26.14 in regular trading, but slumped further after hours, losing another \$US1.07 to \$US25.07 as investors worried that the company's profit margins could slip.

The company said net profit jumped 96.1 per cent from a year earlier to \$US1.76 billion in the three months to June 26.

Earnings per share rose to US27c - in line with most analysts' expectations - from US14c.

Sales rose 18.1 per cent to \$US8.05 billion, which was on the low end of Wall Street expectations.

During a midquarter update on June 3, Intel predicted sales between \$US8 billion and \$US8.2 billion.

Intel is closely watched by investors as a sign of the health of the tech sector, and to some extent, the overall economy.

"Intel continued to post strong year-over-year results in the second quarter as our microprocessor business followed seasonal trends, and our communications business grew nicely, led by flash memory," said Intel chief executive Craig Barrett.

"Looking to the second half, we will use our investments in leading-edge capacity to drive growth in our core microprocessor business and expand our presence in chipsets, flash and other communications products."

Intel forecast sales in the third quarter of between \$US8.6 billion and \$US9.2 billion.

But profitability this year could be eroded by higher sales of lower-margin products, it said.

Giving an estimate accurate to within a couple of percentage points, Intel cut its forecast for the gross margin in 2004 to 60 per cent from the previous expectation of 62 per cent.

The gross margin in the second quarter was 59.4 per cent.



THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

The airline's share price has also suffered after the European Commission ruled in February it had benefited from illegal state aid for setting up a service to Belgium's publicly-owned Charleroi airport.

Agence France-Presse

[Back to top](#)

MAANZ MAANZ

But what about people in industries that rely on local clients?

It is unlikely that your average grocery store in Chicago is going to ship to a client in France (although some boutique specialty food stores do ship worldwide for special products). Can a hairdresser cut your hair over the Internet? (Maybe in the future, with a special helmet that goes over your head and plugs into your computer....)

Huge amounts of people use the Internet, and they ALL live and work somewhere! In my own region, studies have shown that 75% of residents use the Internet.

In January 2004, almost 146,000 people searched for the phrase "auto repair" through MSN and its affiliates. It is safe to assume that almost everyone is looking for a local auto repair shop.

"Weather" is almost always among the top 50 keywords searched for on the Internet. Unless you're traveling, chances are you are using the Internet to find out local weather.

When buying a car, many people use the Internet to check out pricing and features—then go to the local dealership to buy.

People are using the Internet to find local hairdressers, auto repair shops, schools, stores and other products and services. How can you connect with them?

Step 1: Make sure they can find you

Make sure that you include your local town or city name on every page of your Web site. This will improve your chances of coming up when someone types in a geographic phrase like "Seattle auto repairs."

If there are local business directories on the Web, such as a local chamber of commerce Web site, make sure you're listed.

Step 2: Remind them about you

Invite your local clients to sign up for your electronic newsletter or email list. Give them some incentive by offering special deals that can only be accessed through signing up.

ClickZ recently published an article about an Ontario grocery store, Farm Boy, Inc., which used its electronic newsletter to communicate weekly with customers. The newsletter includes useful content such as weekly specials, recipes, coupons and even a feature called My Shopping List that readers can use to create and print a list of favorite products. Farm Boy also includes a poll to find out what shoppers are looking for. Their results? 62.5% of the people on their list open the newsletter each week! Most popular for readers to click on were coupons (35.5%), specials (25.4%), and recipes (17.1%). This same technique would work for hairdressers, auto repair shops, massage therapists, health providers, local shopping malls and other retail shops and services.



THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

While planning for my move to Vancouver Island, I found a local Web site that emails me new real estate listings that match my criteria each week. You can bet I'll use their service when I arrive to start house hunting.

Step 3: Find local people online

When people go on the Internet, they join communities relating to their hobbies and interests, including their community. So do some research to find out if there are any online communities that attract people from your local area.

For example, I belong to a community network called The Ryze Network. It has 20,000 members, a wide range of discussion topics, and some local communities such as Ryze New York, Bay Area Hiking, Ryze Toronto, and others.

While the reach of the Internet is global, your local community is using it to find products and services such as yours. Learning to use the Internet to reach your local community will help you be their best choice for products and services.

[Back to top](#)

MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ

Back to Basics in Direct Marketing

Lee Marc Stein July 13

Sometimes I think that we're going to sophisticate ourselves to death. We get so convoluted in our embrace of techniques and technology, we forget about the basics.

Let's all refresh and recharge, focusing on these five keys to direct marketing success:

1. Build advocates

Advocates are your very best customers. They not only buy from you very heavily but also sell for you by touting your product or service to business colleagues, friends and neighbors.

The objective of any direct marketing effort is not just to get a response or make a sale. It is to build customers. Direct marketing can be used at any stage—separating suspects from prospects, moving prospects to trial, converting one-time buyers to multiple-time buyers, and getting multi-buyers to become advocates.

Not everyone will become an advocate. Direct marketing helps you leverage the 80/20 rule (80% of your business will come from 20% of your customers). It allows you to identify the 20%, reward them to retain them and then clone them.

2. Select the right media

Direct mail is not always the right response medium to use, nor is the Internet. It depends entirely on the profile of your customers/prospects and on the nature of your product.

For example, if you are marketing a truly broad-based product, direct mail will probably not be the way to go. It is too expensive on a per-thousand basis and takes too long to execute. Television will probably be a better route. Once you have created and produced the spot, the cost of buying television can be as low as \$10 per thousand. About the best you can do with direct mail is \$300 per thousand.



THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

For niche or micro-markets, however, television normally isn't the best route. For targeting, what works best are direct mail, the telephone and print advertising. If you're selling a product for boat owners, you could rent any one of a number of lists, mail a package and then follow up with a phone call, or you could place an ad in a boat-owner magazine.

Planning and buying media for direct marketing is much different from doing so for general advertising. The objectives are not the same, and fortunately the rates are not the same. In those media exclusively used by direct marketers (mail and telephone), working with someone who understands mailing lists is of the utmost importance. Lists are responsible for 60% of the success of a mailing, so using the wrong one can really hurt your chances of success.

3. Make the right offer

An offer simply means what you're willing to give and what you want in exchange for a particular response from prospects or customers. Included in the offer are price, terms, guarantees and extras. The right offer doesn't necessarily mean the one that generates the most responses or the one that generates the highest profitability from the individual effort; the right offer is the one that ultimately contributes the most to your business.

Offers are normally categorized by the objective of the direct marketing effort—lead generation (for field sales or telephone follow-up), traffic building (to a retail location, trade show booth or Web site) or direct sell to business or consumer markets:

* In lead generation, the decision is how hard or soft the offer should be. Hard offers generate fewer, but more qualified, responses. Hard offers generally will (1) ask prospects for considerably more information about themselves and their buying intentions; (2) ask for an appointment or demonstration; (3) mention the cost of the product or service; and (4) refrain from offering any type of gift or premium.

* Traffic-building offers normally involve premiums, special discounts or exclusives. As an example of the last category, upscale women's stores use a private or preview sale effectively in place of a premium or discount.

* In direct-sell situations, free trials, samples, premiums and discounts can all work to draw attention to your promotion and boost response. And despite their recent bad press, sweepstakes, if handled correctly, can work in your favor. You need not offer \$10 million (or even \$10 thousand in some circumstances) to increase your response. Whenever possible, offer a guarantee.

Certain offers will help you move customers from being one-time buyers to advocates. Loyalty programs deserve consideration from almost every marketer. Then, depending on your product or service, you can consider offers like automatic shipment, membership clubs and continuity programs.

4. Create advertising that gets response and builds a relationship

You need to break through all the communications clutter in the marketplace. Now comes the hard part: the breakthrough must be done in a way that's credible and in keeping with your product or service.

Example: You can put a photo of a cute baby on the envelope of a direct mail package to get it opened. But if you're selling steaks by mail, you have to tie the product to the baby or you will have attracted attention without paying it off for the reader.

The keys to creating good direct response advertising are understanding the prospect's beliefs and coming up with a strategy to change those beliefs in your favor. The strategy must be based on a differential advantage (a benefit your prospect wants and can't get elsewhere) and your ability to



THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

mouth that passes on your name through other people's efforts.

Viral marketing is promotion at its most entrepreneurial, relying on creativity instead of dollars to emphasize your customers' relationship with your product or service. Used as part of a marketing mix for the right product, viral marketing can be very successful.

Is Viral Marketing Right for my Business?

Because viral marketing relies on electronic word of mouth, it works best for businesses with a strong online presence. If your business relies mostly on local foot traffic and has only a token Web site, you may be better off devoting your time and resources to more traditional marketing methods.

Companies that do business or attract customers through their Web sites and those that interact frequently with customers via e-mail will be much more likely to employ viral marketing strategies successfully.

Pass It On

E-mail service provider HotMail, a free e-mail service provider, blazed the first trails in viral marketing with a simple yet powerful strategy: It attached its Web site address, or URL, to every e-mail its users sent out. Eventually, as e-mails were sent and forwarded, millions of people were sporting the HotMail tag line at the end of every message. It allowed HotMail to grow a large, stable customer base using minimal marketing dollars. The strategy was soon copied by Yahoo and others.

Even if your product is not electronic, you can make sure that all e-mail sent out from your company includes your URL and business motto. Think about how many e-mail messages your company sends out each week. Now multiply that further by the number of people who may receive your forwarded e-mail from those initial recipients. This is viral marketing in action.

Viral marketers also can pass along ads for products and services, hyperlinked promotions, online newsletters, games – anything that creates news, awareness and e-commerce opportunity for your product or service.

Offer Incentives to Leverage Your Customers' Networks

It's human nature to be more open, trusting, and loyal when doing business with people we know. You can encourage existing customers to drive new people to your site by offering incentives for customer referrals. Create a special program that rewards site visitors for bringing new people to your site, and make sure the program provides a way to track both new and existing visitors.

Another upside to this approach: the incentives could be samples of your product. This not only gets your product into the market, but provides a compelling incentive that's highly cost-effective. When one major electronics producer changed the giveaways in a college promotion from cash prizes to a dorm room full of dream electronics (worth far less than the cash prizes), response rates more than doubled.

Be careful to structure or limit the incentive carefully to prevent people from forwarding your e-mail irresponsibly themselves. Even if "spam" comes from a friend, people will still associate it with your business.

For example, offering an open-ended incentive like a \$5 credit for every five referrals encourages people to forward the e-mail as much as they can – they get \$5 any time someone shows up, after all.

Instead, offer the incentive as a reward for encouraging a more useful action, such as when the person referred signs up for an opt-in mailing list. And rather than offering cash, the reward should be



THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

tied more to your business, such as the opportunity to purchase something at a discount.

Track and Analyze Results

Just as you would with any other marketing effort, make sure to track the results of your viral marketing campaign so you can adjust it as necessary to maximize effectiveness. More sophisticated e-mail marketers can track insightful data that can be used to evaluate performance. For example, they can capture:

- * Which e-mails went to original customers
- * Which e-mails have been passed along
- * Which customers clicked from the e-mail to your Web site
- * Which people receiving your e-mail actually purchased something from your business.

Several e-mail programs have built-in tools to track such activity.

If you are just testing the viral marketing waters, you can conduct a more simplified form of tracking the same way you do it for coupons, yellow pages ads, etc. Simply include a prompt in the e-mail such as, "Mention this e-mail and receive a free ..." That way, you can gauge the response to viral marketing efforts without a big technology investment.

By separating the click-through and conversion rates for your original customers versus those from referrals, you can better evaluate your viral marketing campaign and figure out which offers and customers drive the highest response and ROI.

Have Patience

Finally, don't expect a viral marketing program to pay off immediately. Just as real viruses take time to spread, so too does viral marketing.

Because it requires innovative approaches to creating new relationships and markets, viral marketing isn't always as cut-and-dried as more traditional methods. But as part of a balanced marketing mix, viral marketing can help your business reach a critical mass of customers by using the effort of others to spread the word about your products and services.

[Back to top](#)

MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ

JAPAN: Low-Alcohol Production Rises - Report

19 Jul Source: just-drinks.com editorial team

Brewers in Japan are upping their production of low-alcohol beverages following strong sales in the first half of this year, according to press reports. Asahi Breweries Ltd, Kirin Brewery Co and other brewers are raising their output of beverages such as chuhai drinks, the Nihon Keizai Shimbun reported.

Sales of low-alcohol beverages at Asahi Breweries during the half rose by 27% year-on-year to 8.9 m cases.

Chuhai drinks are based on a combination of 'shochu' distilled liquor and fruit juices.

Sales of canned drink Cocktail Partner were particularly strong, up 41% to 3.5 m cases, the report said.

THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

"high-recall" event.

Why high-recall? Because we are in the age of the "attention economy" and your messages are out there with millions of others. Your competitors are also vying to win the attention of the same audience.

Any system designer will tell anyone who cares to listen, that they design with the end user in mind. Therefore, designing high-recall events from the start of the event planning process is the answer to creating "messages that stick" rather than "those that slide".

If high-recall is achieved with the audience they will move to action after the event, ensuring the event objective is met.

There are countless ways in which event success can be measured and the events industry is supported by a number of software driven project measurement tools. However, this isn't an assessment of measurement tools on the market, rather it is a process in favour of designing high-recall events, fuelled with messages that stick with the audiences long after the event is over.

Start with a single-minded objective.

What do you want to achieve by having the event? Taking a holistic view of the event as part of a communication process continuum is the beginning.

Opportunities to gain and sustain high-recall lie in every phase of the event both before you move into pre-production and well after post-production, as each production differs, this process requires sufficient consideration.

It should be informed with production and marketing communications expertise at hand as marketing communications (including Public Relations) to the audience before and after the event is also valuable in preparing and maintaining this high-recall.

This perspective will enable you to start planning to integrate your marketing and communication strategies into what happens before and after the event and what occurs onsite at the event.

This holistic view of an event is in a sense stretched out to a series of smaller communication events. Like individual words that comprise a conversation, each requiring consideration and purpose in order to ensure the intended communication is delivered.

Lights - Camera - Action

Then there's the communication itself; your key messages to be delivered at the event. Consider carefully the manner by which these messages are communicated and how the messages will be delivered to the audience. Messages should be designed like a strategy, if they don't lead to the event objective, then leave them out.

Delivering two or three potent messages and emphasising these throughout an event has the ability to achieve greater recall than overwhelming the audience with superfluous information.

Audiovisual technology, lighting, colour & movement are powerful aides in gaining and sustaining high-recall of the key messages.

If you are methodical about following the high-recall event design process outlined, your



THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND

Key study findings probe diverse structures and tactics enabling high performance across complex geographic, category and product lines. For example, the study identifies the following organizational structure issues:

- Breakdown and analysis of market research structures
- Co-locating global and U.S. market research structures to bring one market view to bear
- Market research sub-structures preferred to organize staff, capabilities and expertise.
- Leadership reporting lines describing where power and influence lie in the organization.
- Assessing tradeoffs in staff deployment strategies to understand when to support technical proficiency and when to build rapport with product teams
- Key mechanisms to cultivate collaboration across units
- Identification of communication activities that spur exchange of market insights
- Tactics to minimize cross-unit research redundancy
- How companies use budgeting to align groups and affirm collaboration across units and geographies

Additionally, this study details

- Market research investment benchmarks
 - Approaches to measuring market research return on investment
 - Productivity benchmarks for staffing and project loads
 - Use of market research data to transform markets and impact product launches
 - Key productivity drivers
 - Vendor management strategies
- Systems to select and develop market research professionals' critical skills
- "Extraordinary market research acts as a compass to customer insights, successful new product launches, and high-velocity brand growth," said Chris Bogan, the study leader. "Too much market research just confuses managers, clouds decisions, and hampers execution. This break-through study provides benchmarks to help marketing leaders chart their course to high performance."
- Download an excerpt of the study at <http://www3.best-in-class.com/rr408.htm> .*

About Best Practices, LLC

Best Practices, LLC is a research and consulting firm that conducts work based on the principle that organizations can chart a course to superior economic performance by studying the best business practices, operating tactics and winning strategies of world-class companies. For more information, call (919) 403-0251 or visit www.best-in-class.com/

[Back to top](#)

MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ MAANZ