

THE MARKETING ASSOCIATION OF AUSTRALIA AND NEW ZEALAND



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of Australia and New Zealand

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Editorial

Truth

Winston Churchill, once said, "The truth is incontrovertible. Malice may attack it and ignorance may deride it, but in the end there it is."

The words you believe, the words you think, the words you feel, may or may not be true. The words of your experience are true. Wherever you are today is the sum total of every experience you have had in your life. Whatever good happened to you, you ought to take credit. And whatever blame happened to you, you get that too.



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Wherever you are is okay, because you are here. And if everything hadn't happened exactly the way it did in your life, you would not be here. And the future? Be assured of one thing in your life - It Will Change. It is all temporary and we move on.

We should all get excited about the future and the rest of our lives because we have the greatest tools available in the world. They are called hope, and imagination.

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New MAANZ Sponsored Events

5th Annual Integrated Branding and New Product Innovation

15th & 16th September 2005
Park Hyatt Hotel, Melbourne
Marcus Evans

With many companies embarking on a more process-driven and methodological approach to NPD, success is increasingly flowing to those who integrate and align their customer research, branding and NPD launch marketing strategies

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Australian Advertising & Marketing Summit 2005

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Very well regarded annual event that attracts many industry people

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Branding From the Inside Out

Marriott Hotel Sydney
Main conference: 25-26 October 2005
Pre- & Post-conference workshops: 24 & 27 October 2005
IQPC

In an increasingly competitive business world, companies need to differentiate themselves within the market. Brand culture is shaping business success. A company's external perception is increasingly coming from the messages and behaviour that employees portray internally. Engaging employees to act as ambassadors for the brand works to ensure increased productivity, sales and customer retention.

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Quotes

"If you don't know what to do, call the media and at least give the appearance of doing something." - *David Peterson*

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have installed Microsoft's massive security update for Windows XP, Service Pack 2, also will need to install some patches unless they've signed up for automatic updates.

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Most zombies AOL users: report

Washington

Internet "zombie" attacks that attempt to knock computer systems offline are more likely to come from users of America Online than any other source, according to a report released in America by a security company.

AOL and other large internet service providers serve as launching pads for most "denial of service" attacks, according to Prolexic Technologies, which helps companies fend off such attacks. Other top sources of such attacks include T-Mobile's German-based service; Wanadoo, a French internet provider; and Comcast Corp.

Denial-of-service attacks harness thousands of computers in a co-ordinated effort to knock websites or other computer systems offline through an unrelenting data blitz.

Early DDoS attacks targeted the US government or high-profile online vendors like eBay. Over the past year, criminals have used DDoS attacks to extort payments from online gambling operations, banks and other businesses, or to attack competitors.

Cybercriminals use worms or viruses to secretly hijack unprotected computers to use in such attacks. Zombie networks also are used by spammers to cover their tracks.

DDoS attacks are increasing in frequency from one or two a month to one or two a week as attackers constantly try different methods to take down their targets, Mr Lyon said. The US Federal Trade Commission last month asked internet providers to disconnect their customers' computers if they find they have been compromised. Law enforcers in 25 other countries are also taking efforts to shut down such "zombie" networks.

Though US-based computers were responsible for largest portion of DDoS traffic at 18 per cent, countries like Hong Kong, Germany, Malaysia and the United Kingdom had higher percentages of infected computers, Prolexic said.

Reuters

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Higher degree from the school of life

The concept of lifelong learning is undervalued in Australia and the country is five years behind others such as Singapore where it is regarded as serious business.

Paul Hanrahan, co-ordinator of a new University of Melbourne bachelor's degree program in learning development and training, says the Singapore model applies not only to the wider world of work but in the community's lifestyles and social interactions.

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lack of measurement techniques and lack of understanding about what branding is.

Descent into the Valley of Gloom

The recent recession hit the technology industry harder than other industries. When money flowed branding was a top priority, but when budgets were in freefall and survival was often at stake, brand got the boot and lead generation got the money. The inescapable fact is that many technology companies view branding as a luxury.

This change was evident in a worldwide study of Strategic Branding within High Technology firms conducted by Socratic Technologies and nelsonbranding (the author's company) and released in early 2003. The study showed a statistically significant drop in the number of companies implementing brand strategies from the benchmark study released in 1998, a period of fast growth for the industry. The retreat from branding was most noticeable in small and medium-size companies.

Clearly, when the good times roll, brand rolls right along. When the music stops, however, all the marketing budget chairs are filled. Not long ago, as the Marketing Performance Measurement (MPM) task force leader for the CMO Council, I asked a senior marketing person in a very large tech firm if her company was maintaining its brand program. She replied, "Brand is a dirty word around here. We don't even talk about it any more."

Accountability is the new watchword for the Chief Marketing Officer. Marketing Performance Measurement (MPM) is a new and powerful discipline. At its simplest MPM is about the mindset that marketing can and should be measured with an eye to justifying its activities and programs. But, MPM is not about measurement for the sake of measurement. Many marketers measure a lot—too much in fact. It's not the data the executive team wants, it's the business outcomes associated with these programs and activities.

Hard Is Always Better Than Soft

If it can't be measured, it is unlikely to receive funding. Measuring the value of brand has never been easy. Historically, brand awareness and associations (two key communications-driven brand equity components) have been the primary metrics used to determine brand success. The problem is: How do you translate awareness and positive brand associations into ROI? CEOs and CFOs are rather sceptical of any measurements that can't be related to business performance.

One of the key findings from the CMO Council's Measures+Metrics study was that marketers retreat to those activities that can be quantified with hard numbers and demonstrable impact on results. When the bottom line is sinking or bouncing along the bottom, hard is better than soft.

What Is Brand?

Ask that question and you'll get many different answers. In our Socratic Technologies and nelsonbranding study two years ago, we learned that most tech marketers equated brand with marketing communications activities or just the brand name and identity. Equally distressing was the level of brand understanding by senior management. Seven in ten respondents felt top executives had limited or no understanding of branding. This was especially true in small and medium-size companies. No wonder brand support evaporates when budgets dwindle.



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Nelsonbranding defines brand as “the promise that you keep.” The behavior behind the brand determines the customer’s experience and the customer’s experience determines how well your brand performs.

The very best companies understand this definition of brand and live it every day. That’s why they are profitable during both the good times and bad times. Think Southwest airlines, for example. Southwest understands that the brand experience is tied directly to the business success of the company and, therefore, the entire focus of the company is on delivering brand satisfaction.

Optimizing Your Brand

Marketers today face far greater demands for accountability and proven return on investment than ever before. There is increasing pressure from the executive team to measure and articulate the benefits of each marketing program. Given the demonstrated lack of understanding of branding and brand issues within high technology company executive suites, brand support can only be earned by clearly linking brand performance with company performance.

Here are a few suggestions for getting brand back into the technology marketing ball game:

Redefine Branding: Think holistically. Branding is a business strategy that impacts the company and its long-term revenue stream. Brand is the promise you keep, not just make. That means the CEO is the chief brand steward and each and every employee is the brand. In technology companies, the corporate brand most often is your brand. Every minute of every day brand touchpoint connections are made. It’s your job to work with the executive team to create the promise and the framework to deliver on the promise to delight customers. There is no higher calling.

Optimize Your Brand: Keep promises. Marketing has the responsibility to ensure that the customer experience with the brand is always superior. That’s how brand promises get kept. Use research to monitor your brand touchpoints to see if the promise is being kept. If you find brand gaps between what you promise and what you deliver, prioritize the gaps and develop new strategies and programs to close the gaps. Then, continue to monitor internally and externally and make adjustments as required to meet the ever-changing needs of your customers.

Demonstrate Results: Internal touchpoint metrics can be put in place. Customer service, shipping, and other internal functions can be measured against keeping the brand promise and delivering a superior customer experience. This is the front line in brand promise delivery, so choose wisely and reward generously. Use customer brand experience research to benchmark and track both internal and external touchpoint performance and to adjust strategies and programs. Most importantly, focus on brand loyalty and retention measurements. Awareness, associations, and quality perceptions need to be measured and managed as key components of long-term brand equity, but the brass ring is brand loyalty.

Promises kept equals delighted customers who not only stay with you as long as you keep your promise, but also tell potential customers about you. Happy, loyal, retained customers continue to fatten the bottom line for a long time. And, they help you acquire new customers at a much lower cost. Make sure you have a system in place that captures retention value.

The Bottom Line

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Most organisations are spending a lot of money on marketing materials that are delivering very little return on their investment.

But, despite any information overload, buyers still need information to help them make the right choices.

By using the tips below, you can produce copy that will stand out from your competition's—and guide the buyer to the close of the sale.

1. Do you really know your prospect?

You cannot create good copy if you don't know whom you're talking to. While this may seem obvious, the truth is that if you ask most marketing department employees to write three paragraphs vividly describing a typical prospect, the majority would find writing one sentence beyond a demographic. If you expect to produce compelling content you need to go beyond a vaguely defined audience.

2. How do you get and hold their attention?

Getting a prospect's attention is only part of the equation. The real struggle is holding it. Here are some copy tips :

Make your copy easy for the reader to stay focused on. Determine, and then follow, a structure style. The best way to do this is to have clear idea in your mind of the primary message you wish to convey in the piece.

Always open with interesting dialogue.

Ensure your main points are in the headline and subheadings. Your reader doesn't owe you the time to find the convincing reasons to buy your product buried somewhere in the middle or end of the body copy. The only copy that gets read more than photo captions are the headline and subheadings. Photo captions are a key opportunity to stress a benefit. Never let a photo speak for itself.

Connect with the prospect. Show you understand their daily joys and pains. Strike a chord immediately by calling to attention what can happen if your product or service isn't used. If you've done your homework on your prospect, it will be easy to depict an exasperating scenario that the prospect is all too familiar with—and which your product can fix.

Create a desire for your product. Give specific examples of how it makes a big difference for the better for users just like your prospect. People like to read about other people—and how a product made their job easier, cut costs and saved time. Use specific examples. Don't depend on just asserting the benefits of your products—explain them!

Don't just ask for your prospects' business. Give them a way to ask you:

Invest in a good graphic designer and or writing talent. By hiring skilled professionals, you'll more than make your investment back. Professionally written and designed sales literature will automatically set you apart from much of your competition—and instantly make the prospect associate high standards of quality with your company.

<http://www.marketingprofs.com/5/janard1.asp>

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4. Is the support copy both believable and convincing?
5. Is the "call for action" strong enough?
6. Does the copy exploit the relevant product benefits to the full?
7. Does it flow correctly, following a logical sequence?
8. Is it interesting?
9. Is it visually relevant to the product and the benefit?
10. Is it honest?
11. Is it tasteful?
12. Is the product sufficiently prominent?
13. Does the copy achieve maximum visual impact?

The 5 x W Sales Formula ...

WHAT am I selling?

If it isn't immediately clear what you're selling, expressed either as a benefit or as a comprehensible product or service, you will almost certainly fail.

WHO am I selling to?

Selling the right thing to the wrong people is disastrous. Think carefully about who are the real decision makers you should be targeting.

WHY should they buy?

Don't rely on a mere presentation of your product without describing its genuine benefits.

WHERE will you find them?

The tone and character of your communication should be correct for the people you are targeting and what you know about them... what products they've bought, when they bought and whatever characteristics they have.

WHERE are you speaking to them?

Your creative work will be strongly influenced by the timing of your approach. If your prospects have recently bought something from you this will determine how you should approach them; if they are previous customers you are trying to win back, your approach will be correspondingly different.

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