

# instincts

Instincts is a monthly publication on branding for clients, associates and friends.

Leading and inspiring all those who touch the enterprise  
to understand, embrace and enhance the power of your brand.

## Get noticed.

Many years ago, I had the privilege of working with the smart folks who produced and marketed Cepacol - the mouthwash product. At that time, the market leader was Scope who had the multi-million dollar Procter & Gamble marketing machine behind it. Cepacol, on the other hand, had Dow Chemical as their parent company and those industrial-strength boys never quite understood the big budget method of marketing - so, we had to be resourceful.



So who, we wondered, could we get to flaunt their use of the product and, by association, make a powerful recommendation for the Brand? We zeroed in on dental schools and made the product available for use by the budding dentists who - no surprise - use more mouthwash than anybody. When these newly-minted dentists graduated and continued to use the brand their school had supplied, patients took note and did the same.

Result: 26% market share and a very profitable business.

It was an early lesson.

Today, traditional advertising isn't working. People skip commercials, use call display to screen telephone solicitations, avoid radio commercials with iPods and use spam filters to eliminate pop-ups. There are too many magazines reaching too few people (who have no time to read anyway) and few people will leave their office to attend a trade show. At the same time, retailers control the distribution channels and won't handle a product that doesn't have some 'pull'.

## What would brand coach suggest?

*Today's marketers need to be resourceful and find ways to spread the word. First thing you need is a **re-mark-able** product -- in the true sense of the word -- to give people something to remark on... to spread the word.*

*Apple built iPod initially with the brilliance of the product and then with those white cords and the contented grins of the cool user group. The summer movie hit 'Wedding Crashers' had no less than 18 brand placements within the story line. And it's not just the big guys that are doing this kind of thing. Upstart Steam Whistle Brewing gets their product in the hands of their premium target group by negotiating to be the beer of choice for every trendy gallery opening in Toronto. And, fast growing 1-800-Got-Junk has become the official hauler for the cable channel renovation show 'While You Were Out'.*

*What are you doing to be remarkable?*