

Marketing 571 - WMBA-0908



Sperling School of Business

Class 6 – January 20, 2009

Lawrence Linn

DAILY NEWS

**EXTRA!
EXTRA!**





9 P.M.



10 P.M.



10:35 P.M.





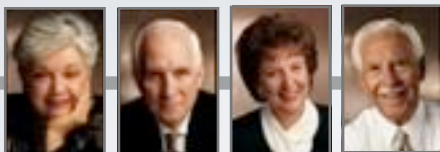
9 P.M.



10 P.M.



10:35 P.M.





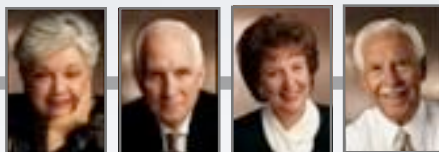
9 P.M.



10 P.M.



10:35 P.M.





9 P.M.



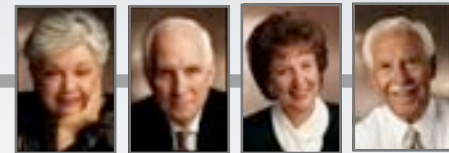
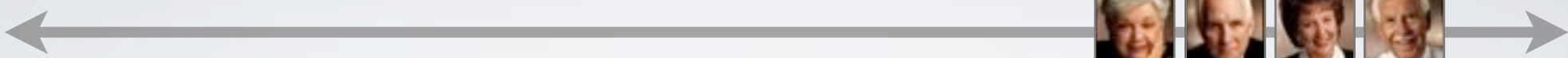
10 P.M.



10:35 P.M.



ZZZ...



11 P.M.

Monologue
Headlines

9 P.M.



10 P.M.



10:35 P.M.



CONAN O'BRIEN

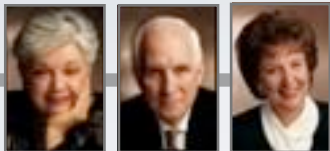
9 P.M.



10 P.M.



10:35 P.M.



Monologue
Headlines

9 P.M.



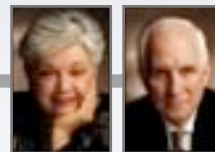
10 P.M.



10:35 P.M.



Monologue
Headlines



News
Weather

ZZZ...



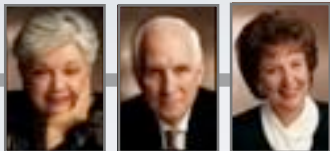
9 P.M.



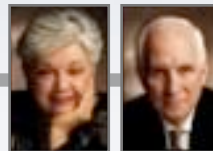
10 P.M.



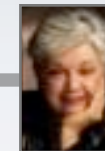
10:35 P.M.



Monologue
Headlines



News
Weather



ZZZ...



I'm sorry, I was wrong.

There is a perfect pickle!

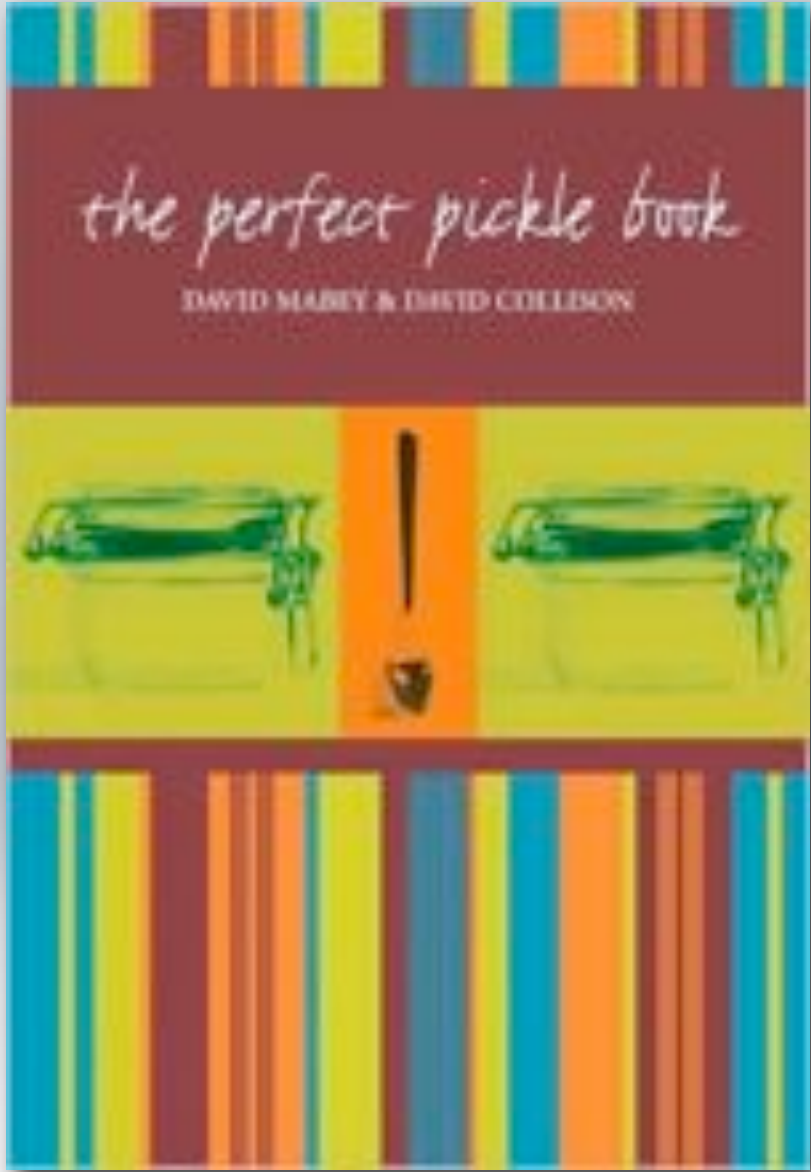
the Perfect Pickler

A Kitchen Countertop Revolution



Welcome to the world of hobby pickling.





the perfect pickle book

DAVID MABEY & DAVID COLLISON





Perfect Pickle Contest

Saturday, November 7, 2009

Congrats to our [2009 Winners](#) and all who entered. 'Til next year!

Calling all picklers and fermenters around Providence.

Let's see your best bread-and-butters! Give us a taste of your kimchee! Get to your [neighborhood farmers' market](#) and then get pickling!

Contest Categories: Compete in any or all of these categories:

1. Best Brine (traditionally brined cukes)
2. Best Altaria - Brine (any pickle-able vegetable, any flavor)
3. Best Ferment (any sauerkraut or kimchee)
4. Best in Show

Prizes

- Soup from [Summers Farm](#)
- Cupcakes from the [Cupcake Co.](#)
- Apples or Cider from [Buckley Orchards](#)
- A few more surprises!



How to Enter:

- [Register](#) by October 31 with your name, category, and what veggies will be local in your entry.
- Let us know which farm grew your veggies if you can (or if they're from your own backyard).
- Everyone - chefs, schools, home cooks, gardeners, market-goers and more - is encouraged to enter.
- First time picklers encouraged!

Judging Location and Time:

- Opening day of the [Wintertime Farmers' Market](#) - Saturday, November 7, 2009 at 12pm at Hope Artists Village in Pawtucket.
- Four expert pickle tastings will work to decide which pickle is best.

PICKLE ME

Best Pickle Contest



HOPE ARTISTS VILLAGE
1000
HOPE SQUARE

to decide which pickle is best:
• Four expert pickle tastings will work to decide which pickle is best.
Wintertime Farmers' Market - Saturday, November 7, 2009 at 12pm at Hope Artists Village in Pawtucket.





CHAPTER SIX

“Mmmm....Donuts”

Lorem ipsum dolor sit amet **advertising** dui donec, a , erat et vivamus acurpis, erat et vivamus ac neque dis cras. Phasellus est mollis distinctio, ridiculus elit dolor quis ipsu **public relations** curabitur arcu integer eget, erat tempus vel nonummy amet curabitur. Phasellus felis ridiculus tellus et, in pede, mauris magna reptile brain, odit venenatis, arcu ultrices. Suspendisse element **ethics**.

Plor, et ullamcorper nisl nec ut cum, integer quisque massa ultricies risus adipiscing morbi, proin vestibulum aliquam sociis blandit donec cras, mus quam suspendisse in quis.

Penatibus dolo **review** sit auctor mauris, a bibendum rutrum orci non sit volutpat, sit p



Homer Simpson

Advertising

This raises exposure of brands.





PRADA

This builds them.



REASON 4: gain market share

SHARE OF VOICE

This is the adspend for 2008 (to date) for most premium car manufacturers.

Now imagine in a downturn every company cuts its marketing spend by 10% – except for BMW.

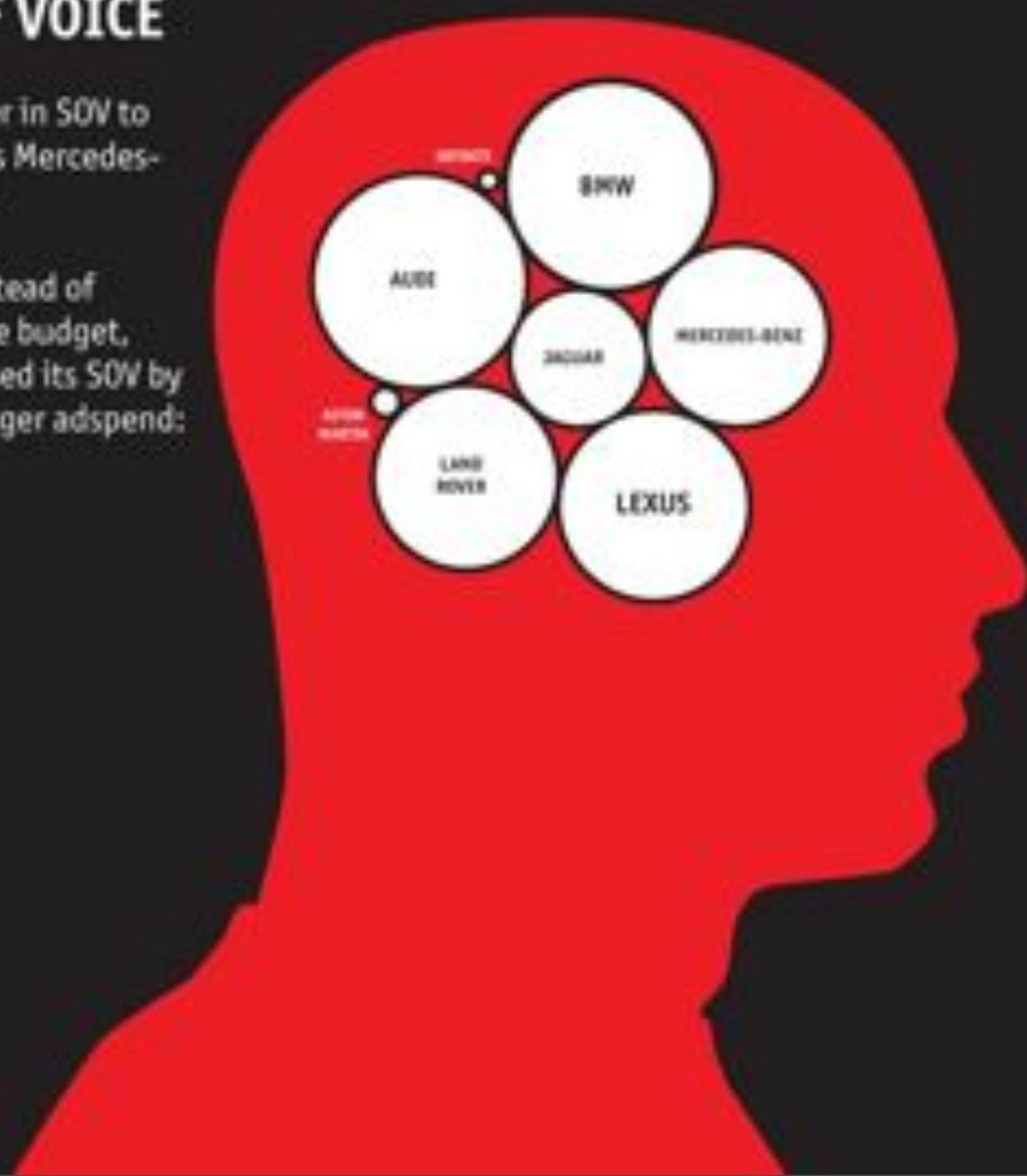


REASON 4: *gain market share*

SHARE OF VOICE

BMW edges closer in SOV to Audi and eclipses Mercedes-Benz and Lexus.

Now imagine instead of keeping the same budget, BMW had increased its SOV by 10% through bigger adspend:



REASON 4: *gain market share*

SHARE OF VOICE

BMW is now just larger than Audi.

And if they did the same the following year:

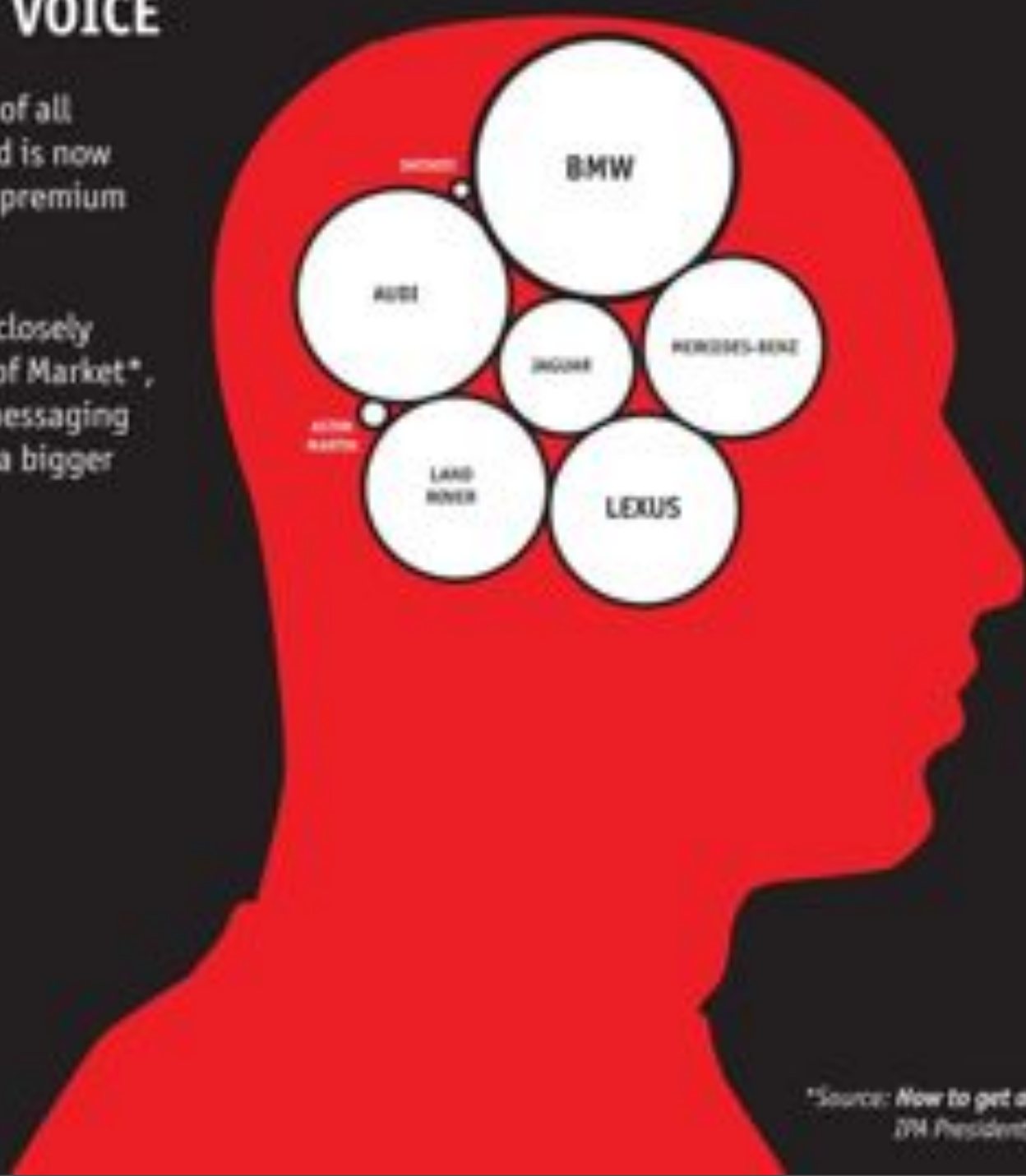


REASON 4: gain market share

SHARE OF VOICE

BMW edges clear of all competitors – and is now the ‘top of mind’ premium car brand.

Share of Voice is closely related to Share of Market*, so this positive messaging would earn BMW a bigger market share.



**Source: Now to get ahead in a recession, Rory MacLennan, JPM President, Chairman M&C Saatchi Europe*

REASON 4: gain market share





More Than Science Fiction. (2009). 60 Minutes.

The New York Times

“In the series of TV commercials from the '70's and '80's that pitted Coke against Pepsi in a blind taste test, Pepsi was usually the winner. So why, Montague asked himself not long ago, did Coke appeal so strongly to so many people if it didn't taste any better?”

Over several months this past summer, Montague set to work looking for a scientifically convincing

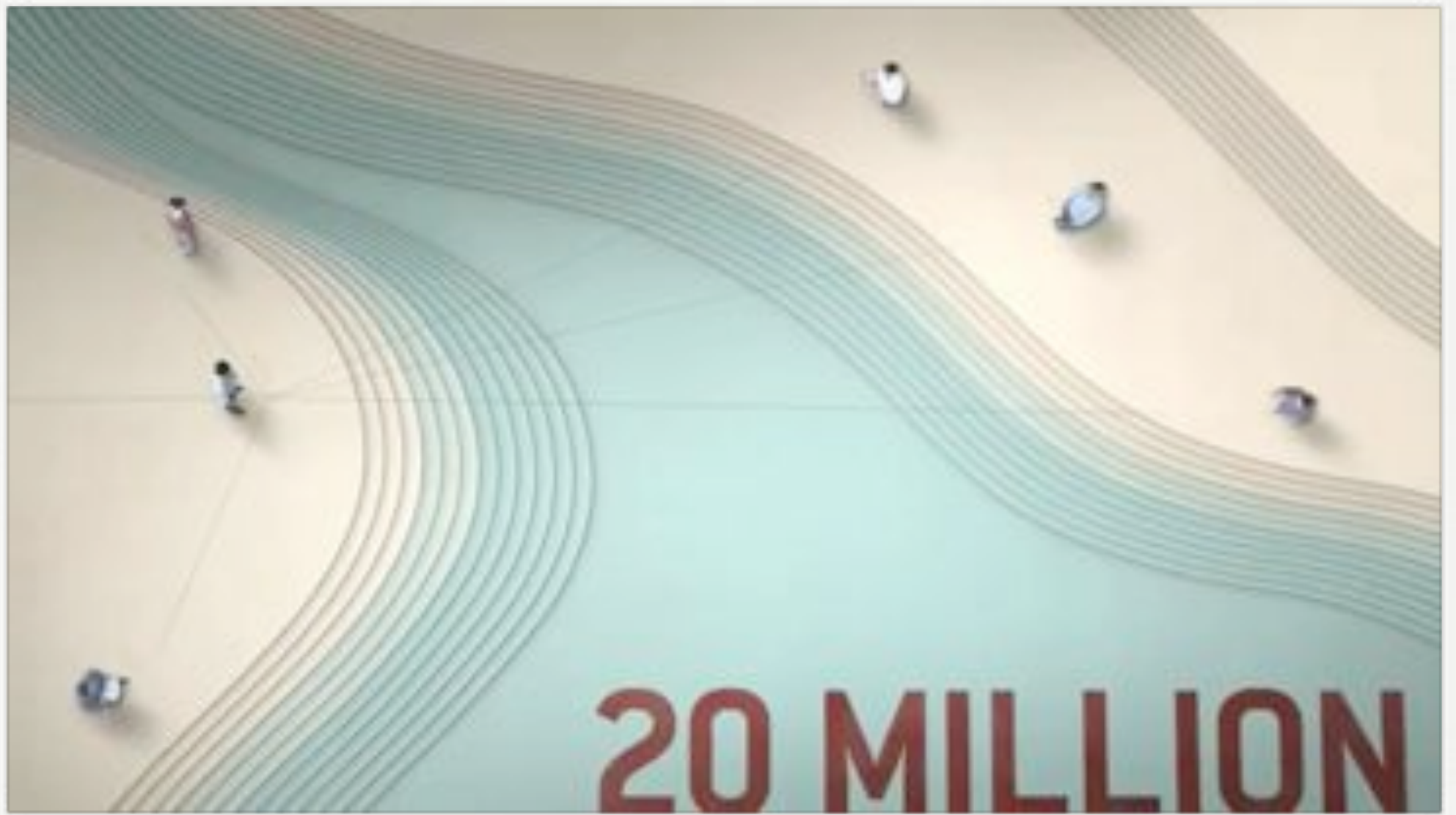
“So Montague tried to gauge the appeal of Coke's image, its "brand influence," by repeating the experiment with a small variation: this time, he announced which of the sample tastes were Coke. The outcome was remarkable: almost all the subjects said they preferred Coke. What's more, the brain activity of the subjects was now different. There was also activity in the medial prefrontal cortex, an area of the brain that scientists say governs high-level cognitive powers.”



"99 Times"

Kate Voegele

Lift Me UP Tour



20 MILLION

Public Relations

How to get free advertising with a doughnut







SQUAWK BOX



KKD (Krispy Kreme) NYSE

© StockCharts.com

12-Apr-2007

Cl 11.29

Vol 1.4M

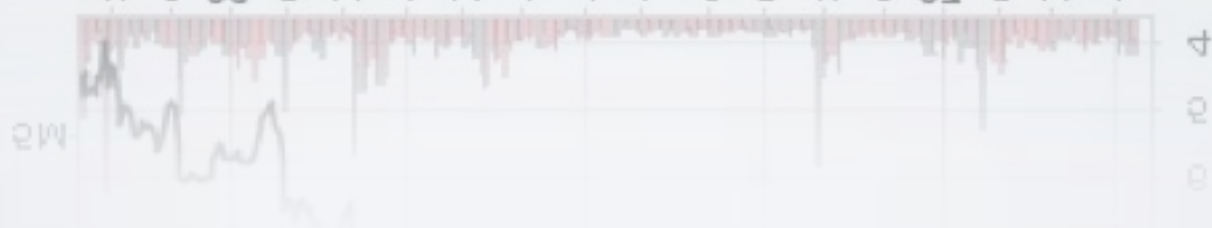
Chg +0.95 (+3.20%) ▲

— KKD (Daily) 11.29

▲ Volume 1,378,500



A M F T O D M O S A L L M A M F 20 0 0 1







8:05 ET
CAP FUTURE
A 1.80

KE16 1/2 KEF4 1/2 KEG11 1/2 KEI44 KEM72 1/2 KEP16 K
H17 1/2 CMGI95 1/2 CSC076 CMGI95 CSC076 HEP1

Friday, April 28, 2000

Everybody's Business

Broadcasting the hole story

Pittsburgh Business Times



Print



Email



Reprints



RSS Feeds



LinkedIn



Share



Comments

SHADYSIDE -- A local e-commerce startup has found the way to a broadcast journalist's mouth: through his stomach.

Eprobity Group LLC CEO Lawrence Linn wanted CNBC to cover the launch of his firm's financial message board Web site, eprobity.com. But the 5-month-old, five-employee firm didn't have thousands of dollars to spend on advertising.

Mr. Linn remembered that the week before, CNBC anchors had grumbled at length on air after the Krispy Kreme Doughnut Corp. CEO visited the CNBC studio to tout his firm's initial public offering, but failed to bring along any of his company's sweet confections.

So, the morning of eprobity.com's launch, Mr. Linn's father, who lives in the New York area, woke up at 5 a.m., picked up two dozen hot Krispy Kreme doughnuts and delivered them to the CNBC studios in Fort Lee, N.J., along with some promotional materials about the Web site.

They didn't know whether the tactic worked until 8:05 a.m., when the Fox News Channel's Box held up the Eprobity material and mockingly said, "Eprobity.com is a Web site that gives a business free publicity for two hours."

His faux protest

Final exam

There isn't one....but...

There is one in STR/58 I that covers this material



A framework for
marketing management

11th ed. **Kotler**

11th ed. **Keller**

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For **Instructor Resources**, click [here](#).



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Comprehensive review

every slide. rapid review.

