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**Donald Cooper** is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence.

Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

To subscribe to Donald’s thought-provoking, idea-generating, **FREE** monthly electronic **Newsletter**, email us at [newsletter@donaldcooper.com](mailto:newsletter@donaldcooper.com).

His website, [www.donaldcooper.com](http://www.donaldcooper.com) also offers free articles and business tools.

## **Advertising reality check...are you building your Brand, or just dropping your pants?**

Great advertising both informs and delights us. It touches our minds and our emotions. That’s how companies build great Brands and great fortunes.

Sadly, most of today’s advertising has nothing to do with building Brand loyalty. To the contrary, most advertising today is about “price and item” and it teaches consumers to “cherry pick” by doing business with whomever has “dropped their pants” the furthest this week.

This is a marketing strategy that is as addictive and, ultimately, as destructive as cocaine. It’s all about boosting sales in the short term while ultimately destroying your profit margin and your Brand. Look at what the strategy of endless rebates of thousands of dollars has done to Ford, GM and, to a slightly lesser extent, Chrysler.

In the meantime, BMW, Lexus, Nissan, Infiniti, Toyota, Honda and a few others have the creativity and the courage to build quality vehicles that stir the emotions and they’re all growing their market share and their bottom line.

Even the mighty Wal-Mart has started to move away from their Brand-building position of “low prices every day” that made them the largest retailer and, in fact, the largest business of any kind in the entire world.

While Wal-Mart’s “low prices every day” Brand positioning and the destructive “price and item” advertising that most businesses resort to are both about price, they’re fundamentally different. “Low prices every day” says you can shop at Wal-Mart every day and, overall, you can trust them to save you money. On the other hand, “price and item” advertising says, you should buy this particular item from us this week because we’ve reduced the price but, the next time you buy, you really should shop around.

Why would Wal-Mart move away from the Brand-building strategy that made them #1 and replace it with more and more specific “price and item” advertising? Because most of the management team that built the business have retired and been replaced by people from other retailers whom Wal-Mart has already out-smarted and out-Branded.

These are the “high-low pricing, mark it up exorbitantly and then drop your pants” retailers that have lost customers and destroyed their profits over the past 10 years. And now they’ve brought their out-of-date thinking to Wal-Mart.

So, look at your advertising. First, are you being noticed and remembered by your target customers? If you’re not noticed and remembered...you don’t exist. Then, are you informing and delighting them? Are you reducing their confusion and earning their trust by helping them make the best purchase decision for them? Are you making bold promises that you actually keep? Promises about how they’ll feel and how their life will be better every time they do business with you. Are you building relationships with clearly understood target customers?

Or, are you just spending a fortune in advertising to tell them that you’ve “dropped your pants” again this week?

**For more information** on how Donald Cooper can help you redefine and reinvent your business to create, deliver and communicate compelling, customer-owning Value, visit our website at [www.donaldcooper.com](http://www.donaldcooper.com) , email us at [info@donaldcooper.com](mailto:info@donaldcooper.com) or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.