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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.

## **Is your advertising building or destroying your "brand"?**

Great advertising informs and delights our target customers and builds our brand. Sadly, and stupidly, much of today's advertising is about off-price promotions and has nothing to do with building a powerful and profitable brand. It teaches consumers to 'cherry pick' and to do business with whomever has 'dropped their pants' the furthest this week. It erodes margins in the short term and destroys brands in the long term.

For the past several years the North American auto makers have admitted that their cars really aren't worth the money they're asking by spending a fortune on advertising to tell us about their massive rebates of thousands of dollars, all of which may sell cars in the short term, but which is destroying their brand in the long term.

Then, this past summer they spent even more money on advertising to tell us that they were 'dropping their pants' even further by offering everyone 'employee pricing'. They all tried to put some positive spin on it (which means that they think we're incredibly stupid) but it's all just brand-destroying off-price promotion to sell cars that they can't sell at the sticker price.

One Ford TV commercial, that played over and over at huge expense, tried to lure customers with a promise of 'employee pricing, plus an additional \$5000, plus a free Dell computer. Why don't they just put a realistic price on their vehicles in the first place and stop looking like failures?

So, what's the solution? Start by creating (or, if you're a retailer, by buying) amazing products and services that your target customers really, really need or want. 'Stuff' that's brilliantly designed to work wonderfully, to look good, feel good and be stress-free.

Then, create, in everything you do, an extraordinary, uplifting customer experience that makes a powerful connection with your target customers and don't try to be something for everyone. You'll go 'nuts'...and you won't WOW anyone!

Then, charge a fair and profitable price for what you sell...and stop the pricing 'yo-yo'. Remember, your price can't be 'goofy high'.

Lastly, spend your advertising money wisely to tell a value story that, in most cases, is not just a price story, unless you're a Wal-Mart. To spend your advertising dollars more wisely, go to our website [www.donaldcooper.com](http://www.donaldcooper.com), click on "Free Articles" and go to Section A, article # 33 to download my article on "Five things you need to know before you spend a penny on advertising!"

So, there you have it! What will you do to build your long-term profitability by building a powerful brand?

**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.