

THE DONALD COOPER CORPORATION

Speaking and coaching internationally on management, marketing and profitability



Management tool #A-15: ©

A quick 'Reality Check' of our 'advertising':

Let's face it, most advertising is just wasted money. Either there's no real story to tell, or a good story is told badly. Either way, it's a waste! When you're delivering compelling value and you really understand your target customers, compelling communication should be easy.

To do a quick reality check on the effectiveness of your advertising, honestly answer the eight questions below with a 'Yes' or 'No':

Yes No

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | 1. Do we understand who our target customers are, what they value and what life's really like for them? When they're buying, consuming or using what we sell, what are they really trying to do, what do they want or need to know, how do they want to feel...and about how much do they expect to pay? |
| <input type="checkbox"/> | <input type="checkbox"/> | 2. Do we have a clear and compelling Brand promise about the value that we deliver and a clear Brand personality that makes a connection with our target customers? In other words, do we even have a story to tell? If not, we should save our advertising money until we have better clarity. |
| <input type="checkbox"/> | <input type="checkbox"/> | 3. Does our current advertising effectively communicate our brand promise and brand personality in a way that 'grabs' our target customers? |
| <input type="checkbox"/> | <input type="checkbox"/> | 4. Does our advertising truly differentiate us from our competitors? If we blanked out our company name on our advertising, would a whole bunch of our target customers think it was our competitor's ad, because we all look alike? |
| <input type="checkbox"/> | <input type="checkbox"/> | 5. Is our advertising mostly about 'cutting our price', or is it more about how we're unique and better, and how our customers' lives will be better if they do business with us? Are we building a relationship with our target customers by creating an emotional connection...or are we teaching them it's only about price? |
| <input type="checkbox"/> | <input type="checkbox"/> | 6. Is our spending on advertising and promotion a carefully considered part of an overall Marketing Plan? Are we spending too little or too much on advertising? And how do we know if it's working? |
| <input type="checkbox"/> | <input type="checkbox"/> | 7. Is our advertising appearing in the right places to reach our target customers and honor our Brand? |
| <input type="checkbox"/> | <input type="checkbox"/> | 8. Is any part of our advertising a lie, misrepresentation or manipulation? |

What do our truthful answers to these 8 questions tell us about the work we need to do before we spend any more money on advertising? By when do we commit to have some clarity on better understanding our target customers, our clear value message, how we'll effectively communicate that...and where we'll communicate it?

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