



# Cut Clutter [Communication & Branding]

To quote from Al Ries:-

to own a category in a customers mind” you need to

“intrude and dominate “



Focus on Core customers Messages

# Advertising Focus One big

Lever Bros  
advertiser  
instructions to  
world markets

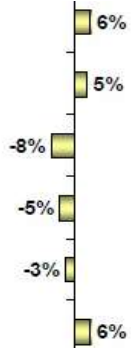


Light bulb  
everything permeates out  
from the centre  
e.g. Natural claim

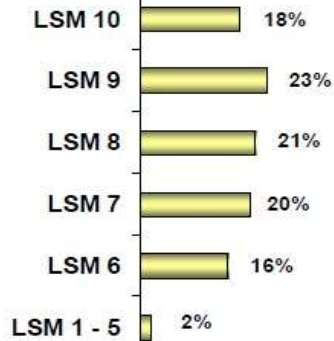
Be **single minded** and you will  
cut clutter

# Target Audience

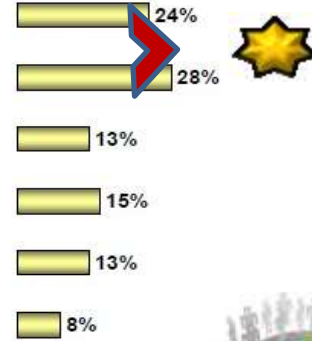
## BALLITO INCOME



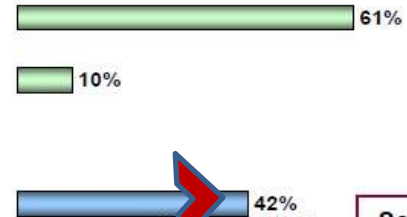
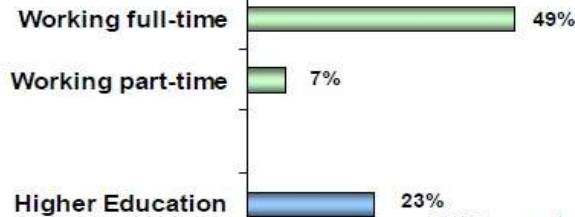
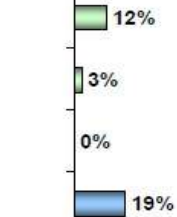
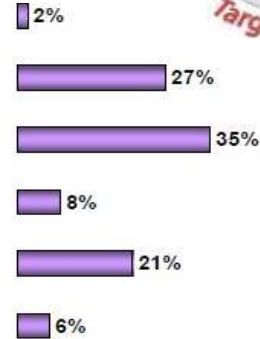
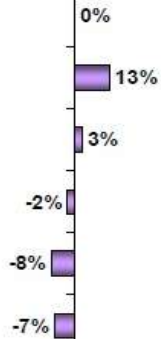
## DURBAN



## KZN NORTH COAST



## LSM : LIVING STANDARDS MEASURE



2695 respondents

1 respondents

Source



# Advertising:- Frequency vs Impact



Full Page

LOW frequency

High  
Cost & Impact

Small AD  
Space

Low cost  
High Frequency

The same applies to:-

**NB:-** Shop/Space **High** foot-traffic

Rentals .. High Rents

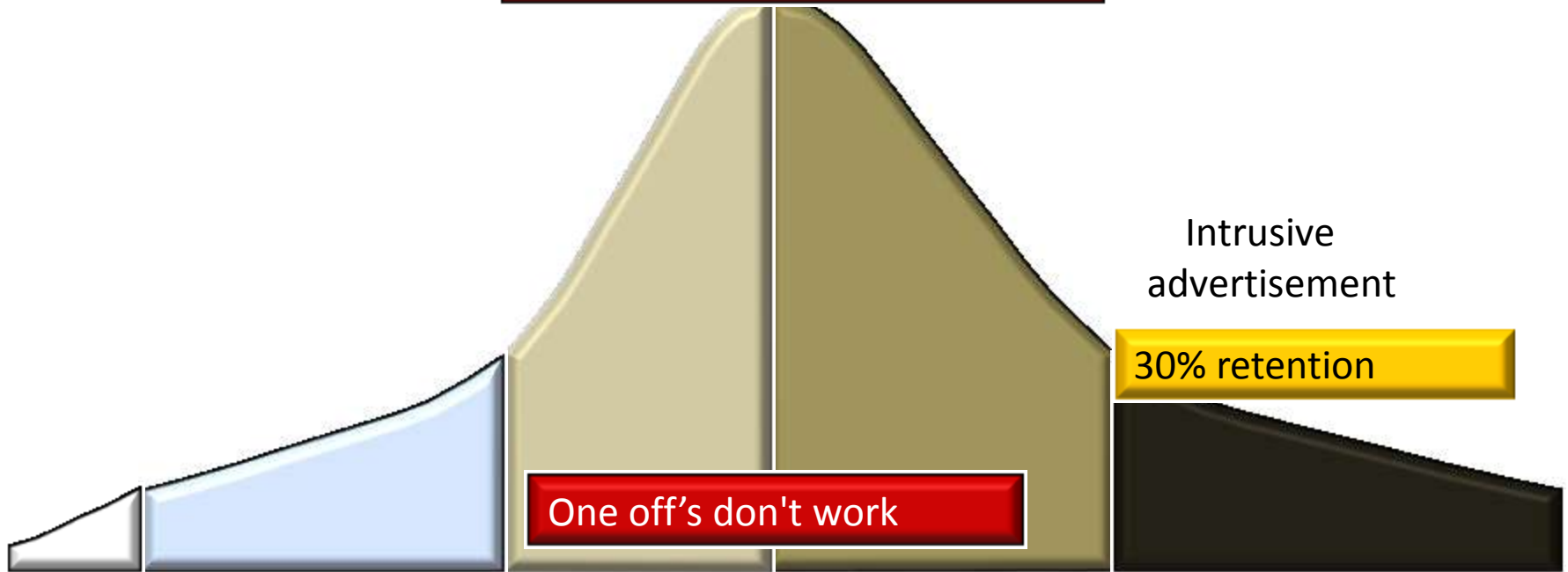
**Low** foot-traffic

low Rents

# Advertising campaign\_Awareness TIMELINE



Growth & Decline



One off's don't work

Intrusive advertisement

30% retention

3 Months

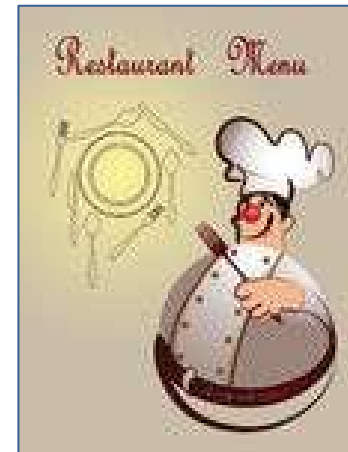
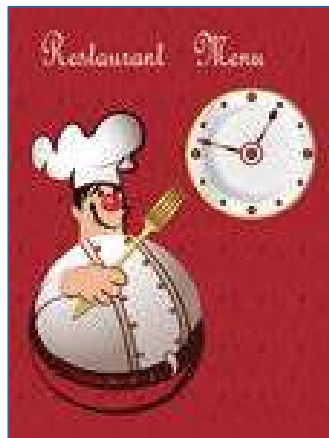
# Data base Marketing

A critical business tool

- A **relationship** must have **regular** communication
- Develop a **robust data base** – core grade customer/trade/suppliers
- Plan communication **content &** frequencies
- Don't drown customers with **irrelevant mailings**
- **Identify target customer to maximise Sales force productivity**



Visual identity  
Builds Brand Equity



Creative Expert



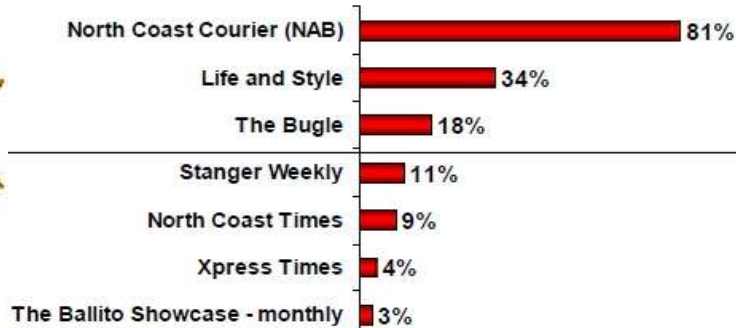
# Media mix

## Web-sites are just one element

- Just putting a website up is not enough
- Still need to market the web-site
- On-line marketing “awareness” critical [cost]
- Conventional media still plays a **vital role** in **building awareness and branding**
- Different media **have** different communication values

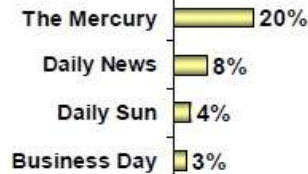


Community Papers

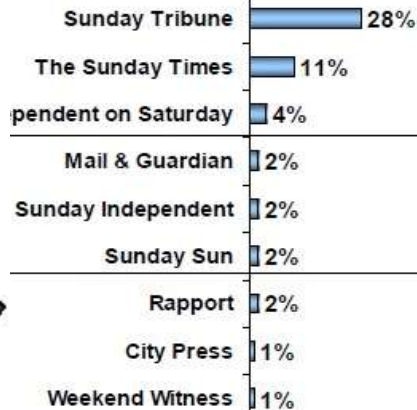


Average Issue Readership

Daily Papers



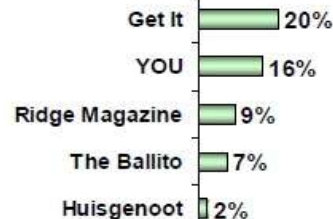
Weekend Papers



Ballito Catchment Readership [Newspapers & Magazines]



Magazines



2010 – North Coast

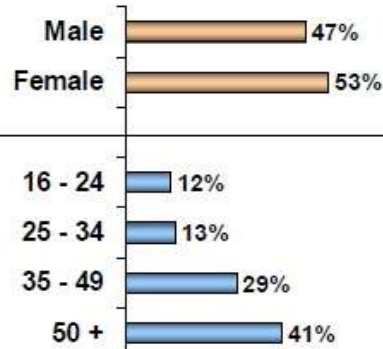
Base : 6,000 decision makers living in Shakas Rock to Umdloti

## Demographics

## Reader Profiles

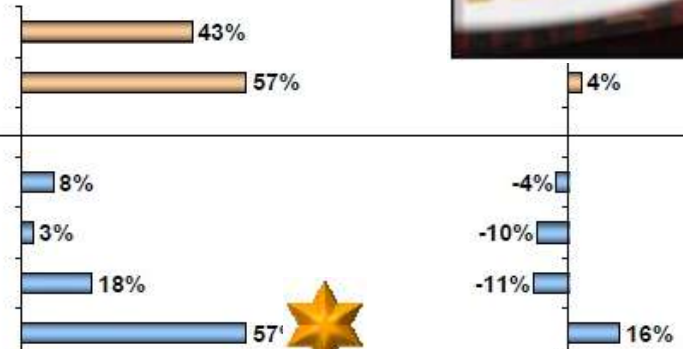
### 2010 – North Coast

Base : 6,000 decision makers living in Shakas Rock to Umdloti



### The Mercury

Base : 1,000 decision makers who are average issue readers of the paper



The Mercury reaches Ballito  
but wasting money

by paying for circulation wastage **OVER-SPILL**

