

Welcome to the
Red Book Solutions

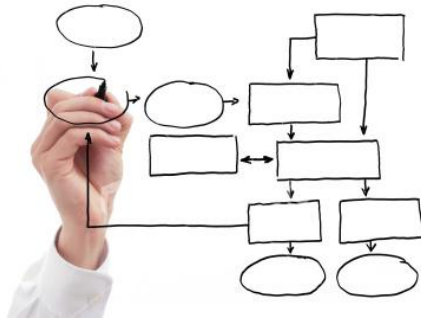
to the Power of 
Execution

Webinar Series

3 Components



Revenue Generation



Business Processes



People

Commonly Asked Questions

1. Is this web seminar recorded and available at a later time?

Yes

2. Will there be someone I can talk to after the event?

Yes

Six Marketing Silver Bullets



Red Book Solutions

May 20, 2009

The Financial Panic of 2008 and 2009

Largest economic panic since the Great Depression in 1929

Economists see recession through 2009, CNN Money Nov 2008

This will be the worst global recession in decades as the fallout of the most severe financial crisis since the Great Depression took a toll first on the U.S. and then--via a variety of channels--on the rest of the global economy. Forbes.com, Jan 2009

People attend the REDC Foreclosure Home Auction in New York, in this photo taken March 8, 2009. About 1,400 people crowded into New York's first foreclosure auction over the weekend. One family bought a 2,062-square foot home in the Finger Lakes region of upstate New York for just \$12, 500 or \$6 per square foot, according to the New York Post. (REUTERS/Shannon Stapleton) #



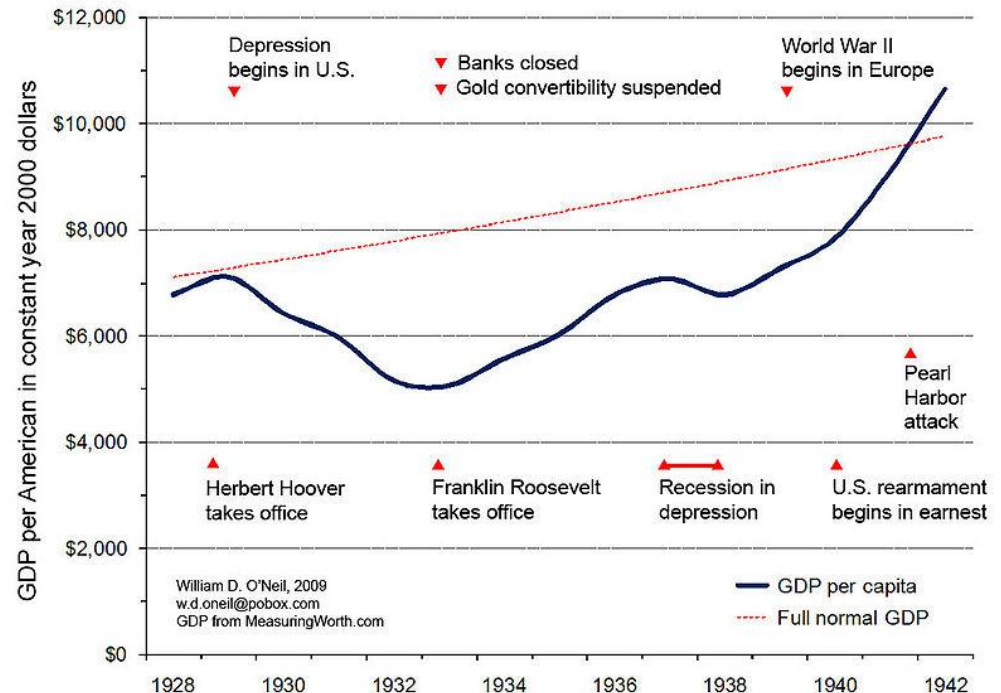
Economic Turmoil Poses Great Threats

- Aggressive action needed by governments around the globe
- Companies cannot control financial panics, credit contraction, or recession
- What actions can companies take to solve their woes?



Lessons from Great Depression 1930s

- People and companies who used smart and innovative thinking flourished during the depression
- More people became millionaires during this time than any other time in American history



Lessons from Great Depression 1930s - Power of Advertising

- In the 1920s, Kellogg's and Post competed to dominate breakfast cereal market
- Kellogg's has continued to outsell Post for the last 70-plus years

Kellogg's



Great Depression Millionaires



- Colonel Sanders



- Bill Hewlett and Dave Packard



- Companies dealing with military products
 - John Deere
 - Reynolds Metals
 - Douglas Aircraft



- Investors in Real Estate

If Turmoil Can Create Great Opportunities...

- Where is the Silver Bullet?



- What are the Lead Bullets?



The Four Lead Bullets

- Run a deep discount promotion
- Change strategy
- Reduce product quality
- Reorganize, reorganize, and reorganize



Lead Bullet #1 - Run a deep discount promotion

- Customers will flock to your brand
- Sales will go up

But...there is danger



Lead Bullet #2 - Change Strategy

Causes...

- Confusion for customers
- Possible death spiral



Lead Bullet #3 - Reduce Product Quality

- Cut the costs of ingredients or components that make up the product or service
- The consumer will never know



Lead Bullet #4 - Reorganize, Reorganize

- Widespread change organizational structure
- Widespread change in reporting alignments

Close to Home / John McPherson



After months of study, management reveals the new reorganization plan.

The Six Silver Bullets

- Sound strategy
- The right products
- Good advertising
- Optimal packaging
- Optimal pricing
- Best customers



Silver Bullet #1 - Sound Strategy

- Enables best chance to succeed
- Use market research



Silver Bullet #2 - Right Products

- Know you have the right mix of products
- Keep spending money on the new product pipeline
- Know your top products are the best they can be

Use innovation and new product development techniques to...
Use research to ensure quality and consumer acceptance...



Silver Bullet #2 - Right Products

The 2009 EDISON AWARDS: Best New Products of the Year

“Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time.”

Thomas Alva Edison

Electronics and Computers

- Apple iPhone
- Google G1 Android Phone, from T-Mobile and Google



Technology

- WiiFit, from Nintendo
- Speedo LZR Racer, from Speedo



Silver Bullet #2 - Right Products

The 2009 EDISON AWARDS:

Lifestyle and Social Impact

- Obama's 2008 Presidential Campaign
- Mint.com

Consumer Packaged Goods

- Tide to Go, from Procter & Gamble
- Olay Regenerist facial care, from Procter & Gamble
- No Frizz styling line, from Living Proof Inc.



Silver Bullet #3 - Good Advertising

- Mis-steps are costly
- Pre-test ads
- Test finished ads



Silver Bullet #3 - Good Advertising

TOP 10 ADVERTISING CAMPAIGNS THIS CENTURY??

Volkswagen, "Think Small",
Doyle Dane Bernbach, 1959



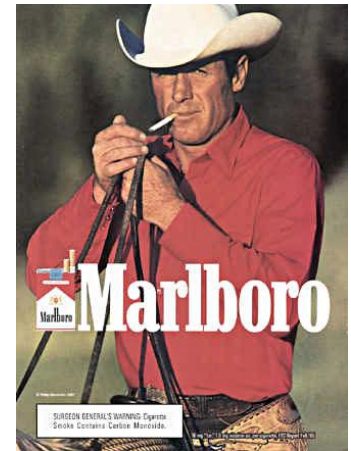
Coca-Cola, "The pause that refreshes",
D'Arcy Co., 1929



Silver Bullet #3 - Good Advertising

TOP 10 ADVERTISING CAMPAIGNS THIS CENTURY

Marlboro, The Marlboro Man, Leo Burnett Co., 1955



Nike, "Just do it", Wieden & Kennedy, 1988

McDonald's, "You deserve a break today",
Needham, Harper & Steers, 1971



Silver Bullet #3 - Good Advertising

TOP 10 ADVERTISING CAMPAIGNS THIS CENTURY

DeBeers, "A diamond is forever",
N.W. Ayer & Son, 1948



Absolut Vodka, The Absolut Bottle,
TBWA, 1981

Miller Lite beer, "Tastes great, less filling",
McCann-Erickson Worldwide, 1974



Silver Bullet #3 - Good Advertising

TOP 10 ADVERTISING CAMPAIGNS THIS CENTURY

Clairol, "Does she...or doesn't she?",
Foote, Cone & Belding, 1957



Avis, "We try harder",
Doyle Dane Bernbach, 1963



Silver Bullet #4 - Optimal Packaging

- Packages compete on shelf
- Package should communicate...



Silver Bullet #5 - Optimal Pricing

- Look for ways to improve value proposition



Silver Bullet #6 - Best Customers

- Investing in your best customers ensures you maximize share of wallet
- Use research to understand your best customers'



Use Six Silver Bullets to Improve Your Odds of Success

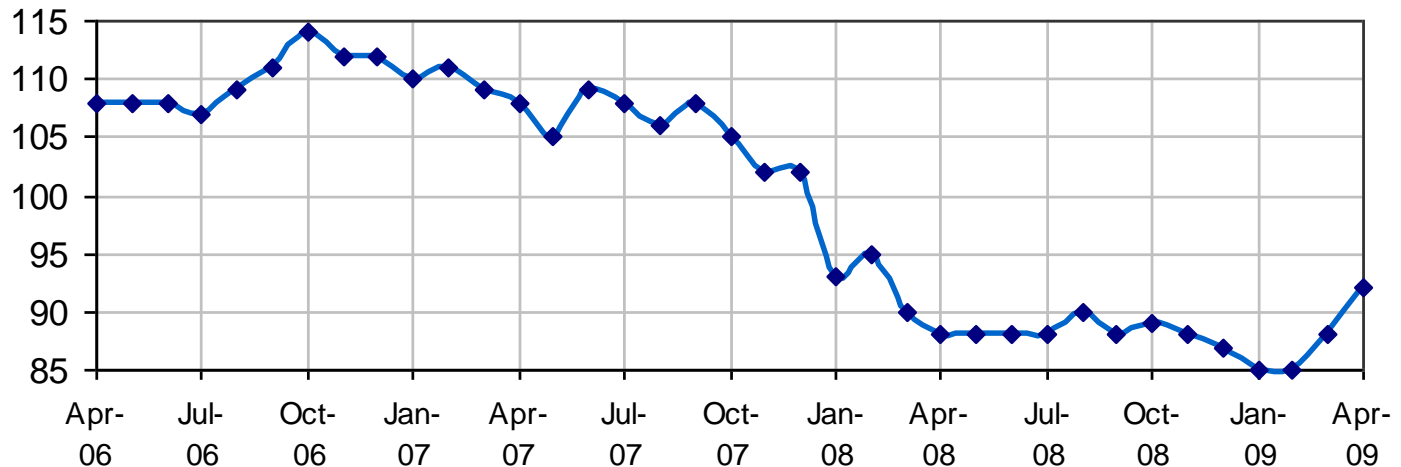
- Sound strategy
- The right products
- Good advertising
- Optimal packaging
- Optimal pricing
- Best customers



Decision Analyst U.S. Economic Index

The Decision Analyst Economic Index jumped to 92 in April, a four-point increase from March. This is the first time the Index has been above 90 since February 2008. The Economic Index tends to be a leading indicator, usually anticipating changes in gross domestic product by 10 to 12 months.

**Decision Analyst U.S. Economic Index
For The Past Three Years**



Thank You!

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Winning Big in a Down Economy
June 17, 2009
Arjun Sen
Zen Mango