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Marketers using 'guerilla tactics' to grab attention

As marketers find it harder to get their messages across due to media fragmentation, online growth, rising costs and more sceptical consumers, clients and their agencies will resort to more 'unorthodox' advertising and gimmicks in efforts to grab public attention.

[Brian McGee](#), sales and marketing director, [Waterford Crystal](#) -- one of the [Irish Independent's](#) Great Irish Brands -- said marketers were turning to PR stunts and guerilla marketing.

They are looking for ideas like the live [Honda](#) TV skydivers ad on Channel Four and the 11 850 live ad simulcast by RTE during the Munster-[All Blacks](#) match.

"Honda's skydiving ad beautifully expresses the corporate brand philosophies," McGee said.

"It's all about courage, ingenuity and collaboration. In the process, the idea created excitement for bloggers and the brand's most valuable advocates -- Honda owners. Credibility is what makes the approach work," he added.

McGee said that in the past scale and efficiency motivated multi-brand giants like [Unilever](#) and [General Motors](#).

Now the high cost of maintaining brands is leading to the consolidation of portfolios and the conglomerates can no longer afford to maintain brands at the right investment scale.

Forrester reports that 78pc of marketers believe traditional advertising methods are less effective today. [Berkeley](#) marketing professor [Peter Sealey](#) said that in 1965 [Procter & Gamble](#) could reach 80pc of females aged between 18 and 49 with three 60-second commercials. Today, the same reach and cut-through would demand 97 ads.

McGee said that in [Japan](#), corporations like [Sony](#) form master brands across various categories -- from robots to pianos, sports equipment to movies.

Intangible rewards coming from the master brand serve as a stimulus for sub-brands.

Closer to home, [Richard Branson's](#) Virgin group has done the same in music, transport and finance.