



MUSINGS ON MARKETING

by Jim Briand

Welcome to Fall to all our NEFMA members.

Let's face it, there's a lot of information out there. Just keeping up with trends can be a full time job. With this newsletter I thought I'd try and help out by choosing a few things each month of interest to me that I could share with you, along with an observation or two.



Have you seen the new Liberty Mutual ads?

They end with a retro-feel jingle of "Liberty, Liberty, Liberty." When I first saw them I thought, whoa, why are we channeling 1963? The more I thought about it though, I realized they were on to something. In these cluttered times perhaps, we should all be looking for simple, uncomplicated ways to get straight into the brain.



Do you Sonic?

Speaking of ways to penetrate the brain, I was reading about a study done on memory and brand retention. They studied a range of fast food efforts. The winner—Sonic. Why? Funny? Not Really. Good looking? Not particularly. Just two guys in a car. What makes them work is absolute consistency, prominent early logo placement and close identification of the action with the distinctive value proposition of the restaurant—drive up service.

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The lesson for financial marketers?

Keep it simple. Keep it consistent. Don't get bored and don't let your management get bored. And especially in short form digital video, resist the temptation to be cute and keep the brand identification to the end. Shout the logo loud and early and celebrate your difference, whatever it is, over and over again.



Are there limits to what a bank should claim to be?

A study I was looking at observed that many of the most-used emotional triggers used in many product categories just don't work. They singled out the tendency of banks to want to present themselves as a "trustworthy friend." Yet they found that "trusted friend" was a bridge too far. When they repositioned the promise as "the bank helps them to care for loved ones," it resonated where simple trust did not. Perhaps we need to consider the

limitations of our category even though we may feel that trust is real.



Smart phones are so 2016.

I caught a stat noting that 75% of students in the UK said they had taken some sort of break from social media. The same study reports an emerging phenomenon known as “phone boredom,” where teens speak of “having seen everything there is to see on the internet.” None of this is to diminish the power and importance of social media, but it reminds us that this new channel is approaching the maturity phase and gaining attention may take more effort than in the past.



Don't miss the NEFMA October Conference.

Speaking of staying up with trends, the best way to do that is by attending the NEFMA fall conference on October 22nd in Portsmouth, NH. If you want more on trends in media, using experiential marketing to break through the clutter or advancing your career, Portsmouth is the place to be. Go to **NEFMA.org**, and sign up today!

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