

## ***The Importance of Brand Equity During a Recession'***

### **Comments Regarding Whitepaper:**

Buying habits can change radically during a recession. Consumers lose confidence and become insecure about the future. It's during times like these when a brand needs to forge a more personal connection with its target audience. The moral support provided by a brand during a recession builds enduring bonds with the consumer. Promoting trust and security translates into strong loyalties that continue long after this recession becomes a faded memory.

These concepts along with well-founded guidance for protecting and growing your brand in these trying times can be found in our paper entitled 'The Importance of Brand Equity During a Recession'. As I researched this topic, I read a vast number of articles and selected several I felt went directly to the heart of the issue.

Long term commitment to preserving and enhancing brand equity requires actions that appear counter intuitive during a recession. This paper explains the rationale behind these actions. So take time to read it; I feel certain you will find the advice and examples relevant to your current situation.

The topics covered in this paper include:

- Branding during a recession
- The conduct of global brands during economic downturns
- Building character and brand value when times are tough

I also added a recent study completed at the end of 2008 describing the value of specialty advertising. With the need to find creative and cost effective ways to promote awareness and mitigate brand erosion during tough economic times, this study comes at the right time.

If you would like a copy, click on the above referenced link. Please feel free to contact me at [bob@mprinted.com](mailto:bob@mprinted.com) and let me know if you found the content valuable.

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### **Top 10 Best Valued Promo Items**

**1) Leather Coasters.** Placing a cup of coffee or tea on a desk can ruin the finish. Offer a logoed coaster they are inexpensive and can be used in board or conference rooms. These promotional coasters can even fit in a #10 envelope and mailed out. Personalized coasters are a compliment to a desk. *Great as a trade show giveaway.*

**2) Page Flags or Page Markers.** These flags are the sticky little colored strips that stick out from a page. They are used as page tabs to highlight various

pages. Real estate closing attorneys use them to mark the pages that need signing. These page highlighters come in various size books and are imprinted on the book cover and will be kept in an office drawer and used as needed while constantly reminding the user of your company. With any luck, when the user runs out, hopefully they will call you for more. This is your golden opportunity to engage in a refreshing conversation about your company. Page flags are great leave behinds when visiting offices or at trade shows or in goody bags, and golf tournament grab bags. Great as a trade show giveaway.

**3) Tape measures.** I am talking about the little round plastic tape measures the size of a silver dollar and contain a 5 foot cloth retractable tape with a retractable button. This measurement device is a tool and tools don't get thrown away. They can measure window decorations at home or for the office. There are constant uses for tape measures in an office and elsewhere.

**4) Magnifiers.** As we get older, many of us need reading glasses. These pocket magnifiers are credit card size, flexible and can be carried in a pocket, used as a bookmark or just kept in an office drawer. Some of these hand magnifiers are lighted. These hand magnifiers can be included in a mailing. Great as a trade show giveaway.

**5) Computer Strip Calendars.** These unique calendars measure approximately 12 inches long and about 1.25" tall and contain the dates for all 12 months and a center section for your branded logo. We can even straddle 6 months of 2 consecutive years if you wish to use this valued promotional item mid year. These calendar strips adhere to the bottom of the computer monitor or top of the keyboard and are easily removable.

**6) First Aid Products.** Consider the value of sunscreen, band aids, lip balm and other first aid items, need I say more about these products that are used around the home, office, kept in glove boxes, handed out at employee picnics and other community events. Great as a trade show giveaway.

**7) Business Card Holders.** These business card organizers come in different sizes holding from 48- 96 business cards.

**8) Custom CD's.** Take your brochure and have it downloaded onto a mini business card shape CD along with a custom imprinting onto the face of the CD. Custom DVD's are available as well.

**9) Memory Sticks.** Did you know there are thumb drives that can hold as much as 8 gigs of memory? Branded jump drives are the perfect way for CPA's to return personal and even business tax returns back to the client. Mortgage lenders can place all the necessary documents onto the drives and the homeowner can print them out at home.

**10) The Silent Salesperson - Embroidered Apparel.** Why do I call these the silent sales persons? As the wearer of the branded apparel is seen around town, in elevators, at trade shows, in offices, the observer has the opportunity to read the name without asking who you work for. This also helps people keep on their

best behavior because of the name identifier sewn into the shirts.

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**Back by popular demand...quotes from famous characters.**  
**Take a moment to enjoy these insightful observations with present day application.**

"The true measure of a man is how he treats someone who can do him absolutely no good."

- Samuel Johnson (1709 – 1784)

"In the end, we will remember not the words of our enemies, but the silence of our friends."

- Martin Luther King Jr. (1929 – 1968)

"I find the harder I work, the more luck I seem to have."

- Thomas Jefferson (1743 – 1826)

"I have not failed. I've just found 10,000 ways that won't work."

- Thomas Edison (1847 – 1931)

"Never interrupt your enemy when he is making a mistake."

- Napoleon Bonaparte (1769 – 1821)

"Victory goes to the player who makes the next-to-last mistake."

- Chess master Tartakower (1887-1956)

"Do or do not. There is no try."

- Yoda (The Empire Strikes Back)

"Obstacles are those frightful things you see when you take your eyes off your goal."

- Henry Ford, (1863-1947)

"Whenever I climb I am followed by a dog called Ego."

- Friedrich Nietzsche (1844 – 1900)

"Don't be so humble – you are not that great."  
- Golda Meir (1898 – 1978)

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**QUOTE OF THE DAY**

Heather McCloskey, president and founder of McCloskey Partners, a full-service human-resources firm located in Perkasie, Pa., sees employee recognition programs as a vital piece to a company's overall management strategy. "Recognition programs of any kind are a great way for employers to retain employees," said McCloskey. "Plus, they communicate messages of both support and respect to staff members."