

next tuesday afternoon

january 22, 2008

"Have it your way" will bring back many fond memories for those of us who grew up on Burger King's missive to spare us from the ever-boring hamburger from Mickey D's. While that campaign harkens all the way back to 1974, it's amazing to see how this type of thinking could resonate so heavily in 2008.

In an open-source world, everybody has a lot to say about how you should change - not just in the way you market - but also what you market. Savvy marketers are on top of this through blogs or social networking sites. All of this relaxed "conversation" brings valuable information to the fold while hopefully building word of mouth.

This is moving into product research departments, which allows everyday folks to help designers add features to the car or computer that's being promoted. P&G just launched two social-networking sites this month that will help them win over consumers while also providing better ways to communicate with them.

Gateway is leading with making feedback and product improvement a part of their internal and external culture with their "Ask, Listen and Deliver" marketing campaign. It was designed to attract new customers by asking them "how they would like it" before they buy it. After sending staffers all over the country in branded SUV's to collect information from hundred of folks, data was uploaded to a microsite, AskandDeliver.com, which allowed everyone to read comments and post their own. The feedback caused the company to design thinner, lighter and more attractive laptops (thanks to Apple for this), but also impacted their decision to move tech support back to North America. See, consumers really do have control and in the end, will make Gateway a better and certainly more finely tuned company. The next time you want something your way, think about how you can turn that kind of thinking to your business.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at OneAlliance.com and I'll be back next Tuesday afternoon.

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