



## Stand Out Holiday 2002

It's spring. That means it is time to have plans in place for the 2002 Holiday season. That is, if you want to grab your share of the media and your share of mind. Will your company or product make the "must buy" list? You have something to do with that. Holiday winners fall into three categories:

### The Hot Trend

Everybody's talking about it. The **MUST** give toy, accessory, electronic gadget, jewelry to prove the giver's devotion. The gift that makes the recipient feel important or "with it". This calls for a marketing tie to a hit property (Harry Potter), a demand generation strategy (Tickle Me Elmo, Furby) or building a sense of "must have" status (tennis bracelet, Sony Walkman, LeapFrog LeapPads). Everybody who matters has one and it has intrinsic value.

### A Cut Above

Year after year of gift giving and doldrums set in. Make your product pop with added features, added value, a distinct design for a special target audience or packaging with multiple uses.

### The Personal Touch

A segment of the market likes to give and receive personal gifts. Lovers, children, parents, close friends. Gifts have a personal touch when they are customized with a name, depict a common experience or enlist an emotional connection. You need to know your consumer to know what will generate that *sigh*.

## Break thru!

Let's come up with a knock out creative that is contagious. And let's do it effectively so to drive consumers to buy your product. An effective Holiday campaign theme is one that drives your brand image and value, while calling attention to it.

- Be the first out with a benefit to terror victims, war heroes and their families
- Select a few markets and do something crazy to raise your brand's profile
- Tie purchases to making a difference locally
- Add texture or functionality to your packaging
- Solve a consumer problem with your product
- Bring a smile to buyers and recipients

## Biz Gifts

Who cares if I don't send Holiday cards! Really? Holiday cards and gifts are part of a marketing and relationship strategy.

While not an obligation, a branded holiday card or gift is another great opportunity to keep your company top of mind with your customers. Otherwise, I wouldn't bother. Choose a gift that demonstrates the value customers expect from you or one that communicates your company message.

If you use your gift as a basic relationship building tool and aren't inclined to tie it closely to your mission, then choose something that has high visual or utility value that gets your name seen. Engrave your logo on gift items that remain on someone's desk or have ongoing usefulness.

A great gift with year-round benefit is a magazine subscription with personalized covers from you through [www.intouchmarketing.com](http://www.intouchmarketing.com). Promo code E111 secures a 10% discount.

## Causes Count!

Cause related marketing continues to be a valuable path to mind share, when done well. When numerous sponsors participate, the visibility of individual participants becomes diluted. Cause related marketing campaigns are most effective when meeting a combination of these criteria:

- Strategic alignment exists between the charity and the company's mission and products
- The sponsor company generates visibility for the charity, as well as for itself through publicity and advertising to a meaningful target audience
- A charity and its volunteer beneficiaries have a reason to connect to the company or product
- The contributions -- cash, volunteers, in-kind -- provides **real value** to the cause
- There is mutual benefit to both organizations and their stakeholder

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