



TheGredeCompany

30-SECOND MARKETING TIP



The Total Approach

Product advertising sells a particular product for a limited period of time.

Image advertising establishes the set of beliefs or feelings a person has for a company.

The Total Approach incorporates both.

Create a consistent design from one effort to the next. Same color scheme, same logo art, same tag line. (Think: John Deere's yellow and green logo with "Nothing runs like a Deere" tag line)

Make it easy for your prospects to recognize your product at a glance. Frosted Flakes has Tony the Tiger. McDonald's has golden arches. Keebler has elves.

Use the Total Approach to establish instant recognition and a uniform image for your firm and its products.

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