



TheGredeCompany

30-SECOND MARKETING TIP



It's Better to Be First than it is to Be Better

Who was the first person to fly the Atlantic Ocean solo? Charles Lindbergh, right?

Who was the second?

A better pilot than Lindy, he flew faster and consumed less Fuel. Yet who remembers Bert Hinkler?

The leading brand in a category is almost always the one that gets there first.

In rental cars, it's Hertz; IBM in computers; USA Today in national newspapers.

After World War II, Heineken was the first imported beer to make a name for itself in America. Fifty years later, it's still the number one brand.

Create a category you can be first in. It's much easier to get into the consumer's mind first than it is to convince him you have a better product than the one that got to him first.

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