



Marketing Marvels

How do you make a difference in today's competitive environment and economy? Our October issue of **Marketing Marvels** shows you what's working now, offers business insight and effective marketing techniques you can implement right away.

Business Insights: Reviewing Creative

Creative is often evaluated in subjective terms. However, aesthetic considerations may be irrelevant if the creative does not deliver the results you want. Here are a few questions to consider when evaluating your next creative program for a better return on your investment.

- 1) Objective.** What are your primary goals for the creative? Image building? Direct response? What kind of results or action (if any) do you want from your target as a result of seeing the creative?
- 2) Media:** Are you using the most efficient medium to achieve your objectives? Was the creative designed for the media buy? (The media should be planned before creative is developed.)
- 3) Target.** Does the creative resonate with your target? (Bear in mind, the decision-making team that approves the creative is not necessarily the target audience!)
- 4) Testing.** Prior to an expensive campaign launch, research and concept testing may provide validation on unique selling propositions, benefits, messaging and pricing--resulting in a more effective campaign.
- 5) Multiple Programs:** Do you have multiple targets? Are different campaigns and programs needed to reach your different audiences?
- 6) Differentiation.** Does the creative differentiate your brand from your competition? Is the creative own-able? (Could you swap out your brand name for your competitors?)
- 7) Simplicity.** No matter how great your creative, the message should resonate with your target instantly.
- 8) Consistency.** Is the look, feel and messaging integrated with your marketing materials and overall brand strategy?
- 9) Measuring Success:** How will you know if the creative produces the intended results? How will success be measured?
- 10) Tracking.** What mechanisms are in place to track the results?

Need help finding the best partner to meet your specific needs? [Contact](#) the MarketingDeptNYC today!

Missed last month's issue on tips for gathering primary [Research](#)? Click [here](#) for the PDF file.

For more business insights and marketing tips, feel free to view previous issues of [Marketing Marvels](#) archived online.

What's New & Effective?





What's New & Effective?

Technology: Network Security:

New security vulnerabilities are released daily. Is your company's electronic information secure? Network security firm with professional expertise in attack/penetration testing and security assessments can help you protect your business from those looking to do you harm - from both internal and external threats. Client successes include companies in the financial services, healthcare, e-commerce, entertainment and transportation industries.

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Propaganda:

About the MarketingDeptNYC, Inc.

The MarketingDeptNYC is an outsourcing firm that matches businesses with best-in-class providers. We provide complimentary needs analysis, and like marketing matchmakers, we successfully pair businesses with the best-in-class provider to meet specific needs, within the means of virtually any budget. Firms are carefully picked based on their reputation and ability to handle a clients needs better, faster and for less. Introductions to one or two qualified firms are absolutely free of charge, because we are compensated by the providers in our network. Interested in meeting a group of firms? Our affordable agency review search consultancy services are available.

Our expertise and exclusive network of hyper-talented firms extends across a range of marketing disciplines and customer "touch points":

- **Marketing strategy, planning and development**
- **Public relations**
- **Online creative development** (online advertising; email marketing; multimedia CD-Roms, websites)
- **Offline creative development** (graphic design; direct mail, print, television, radio, trade shows)
- **Promotions, sweepstakes and contests** (online and offline)
- **Media planning and buying** (all mediums)
- **Book publishing and distribution**
- **Customer relationship management** (fulfillment and call centers)
- **Technology development and support**
- **Network security**

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Best Regards,

Michele Harris
President & Chief Matchmaker

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